

Rel@tionships made easy

eContact 

Channel Connection

Success Story

## Inside-Sales Support generating high quality leads and appointments for the field

Talisma chooses ConstantTouch™ Strategy to provide appointments and account qualification profiles to Field Sales team. New Inside Sales Connection assists in developing over \$2,000,000 in closed business during the first 90 days of implementation.

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***Talisma had developed a leading edge email response management system with CRM capabilities. The software application was applicable for many vertical markets, so the prospect database was too large for the field sales team to manage. eContact provided lead development, appointment setting and created qualification profiles that allowed the sales team to know budgets, timeframes, decision makers and influencers all on a one page corporate overview.***

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### Target ■ Interact ■ Engage

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**eContact** set out to build a relationship with the Talisma field sales team and direct their time and skills on the right opportunity. The Goal: to contact (through a blend of voice, email and fax) prospective corporations and provide relevant sales information back to the field sales team on a daily basis. The program included appointment setting and new lead development. The program allowed the field sales team to walk into an appointment knowing the whole story. The eContact Inside Sales Connection also provided constant feedback and found accounts that needed immediate sales attention. "Working together with the Inside Sales Team, the field was engaged in more proposals and opportunities, that resulted in further closed business opportunities." According to Scott Mosher, VP Sales, North America

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TALISMA™

Overview

Industry  
CRM Software

### Company Profile

Talisma Corporation is a provider of interaction-centric CRM solutions for service, sales and marketing to mid-market and Global 2000 enterprises. Talisma's proven philosophy of rapid software deployment and use-based evolution has helped hundreds of companies. The Talisma CRM Suite is developed from one, integrated code base, enabling a level of integration and interoperability unmatched in the industry. Talisma's CRM solutions integrate all communication channels across multiple touch points including phone, e-mail, Web self-help, Web forms, chat, VoIP, fax, wireless and face-to-face meetings.

### Business Situation

A competitive industry with many options solutions, timing can be everything to closing business. The sales team needed intelligent information about the decision process and needed new qualified sales opportunities everyday. The key was to keep the field sales team with customers and away from lead generation and management.

### Business Tactics

Eliminate lead generation, appointment setting and lead management from the field sales team.

### Business Solution

Develop an Inside Sales team to pre-qualify prospects for the Field Sales Team. By setting appointments and profiling prospects, the field team would have more time to close business.

### Result

By not having to spend hours setting appointments, the sales team spent more time meeting customers, making presentations and closing sales. The program increased revenues as well as a more productive and cost-effective sales team – 35% more closed business in the first 90 days. Over \$2,000,000 in sales, best sales quarter achievement.

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