



Industry: Office Products

Challenge: Quickly grow customer base while maintaining legacy customer relationships

Midwest Office is an independent office products company based in Springfield, Illinois. The company's sales executives are always looking for ways to keep up with the competition and keep new business coming in. They had experimented with outsourced marketing and lead generation services but hadn't seen the results they really wanted, and the sales executives were too busy to take the time to generate all of their own leads and still bring in enough business and keep current customers' needs met at the same time. They needed a new and better way to grow their business quickly. We conducted the following interview with a Partner and Sales Executive for Midwest.

What is the single greatest benefit you realized in working with LeadSeek?

Using LeadSeek got me in the door with accounts I would have never been able to penetrate on my own, and allowed me to improve my efficiency by finding interested prospects and raising my closing ratio.

How would you describe your experience working with LeadSeek in terms of their availability for questions, quickness to address issues, professionalism, and overall representation of your brand?

LeadSeek was great to work with and the image they presented was very professional. Issues and questions were rare and were dealt with in a timely manner. They are always available for questions and answer correspondence quickly.

What specific business issues were you looking to address by partnering with LeadSeek? Would you say LeadSeek was able to address those issues successfully?

We needed to grow our customer base quickly without neglecting our current customers, who are continuously placing orders. Our sales people are not only responsible for bringing in new business but also for the ongoing business from our customers. They have to manage their time well and don't have time to make cold calls or manage lead generation campaigns. In our business, getting in front of the prospect is the most difficult and time consuming task for sales people. LeadSeek handles that task beautifully with no effort on the part of our sales staff. Using LeadSeek allowed our sales people to bring customers online much more rapidly without having to worry about neglecting our current customers.

What has been the measurable impact on your business from utilizing LeadSeek's services?

We track new accounts as part of our commission structure so we were able to see the results of our campaigns through LeadSeek weekly. New accounts were up immediately after we signed on with them and after a short period began to climb steadily. With the leads we received from LeadSeek, we realized a 75% closing ratio.

Using LeadSeek to generate sales opportunities frees our sales people to do what they do best – close business! Since the prospects have already agreed to talk when we make that first call, starting a meaningful conversation and setting commitments for any next steps is very straightforward.



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