



Industry: Equipment Manufacturing

Challenge: Identify and increase exposure to prospects in target market

John Phalen is a Territory Manager for a leading heavy equipment manufacturer that builds products for the environmental, pipeline, and utility industries based in Corning, Iowa. Sales of heavy equipment such as theirs require a very long sales cycle and can be a difficult topic to introduce to prospects. They had always done things the old fashioned way by going door to door or relying on referrals for incoming new business. While this method did bring some sales, the company's exposure was clearly lacking and reps were spending a lot of time traveling to offices and doing door stops, often with no results to show for it. When John's company was reluctant to invest in new strategies, he saw the value and decided to go it alone and invested in himself, utilizing LeadSeek's services to get a foot in the door all over his territory.

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

I needed a way to gain exposure to my sales territory other than going door to door or relying on word of mouth. I had no way to find my targets in the first place, let alone get in touch with them. With our lengthy sales cycle, it's a constant battle to be in front of the right people at the right time.

LeadSeek increased my reach and brand awareness exponentially. I am very pleased with the number but especially the quality of the contacts.

What has been the measurable impact on your business from partnering with LeadSeek?

The warm leads with contact information for follow up has been worth every penny! Our products are not a short sales cycle item, especially when prospecting. Having name exposure and recognition when the prospect is ready to purchase due to a use or need for our product is huge for our niche market.

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 has been wonderful to work with during the whole program. They are always very responsive and they answered any and all questions promptly while representing our company in a totally professional manner.

"The ability to make contact with a number of prospects that I could not have ever gotten in front of without LeadSeek's program has made such a huge difference. I could not be happier."



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