

CASE STUDY OF AN EXECUTIVE SEARCH COMPANY

Please note: To protect the identity of our client we have used pseudo names.
Client 3 (Our client) –Singapore Executive Search Company

Increasing penetration of new market for an Executive Search Company

Tech Manos help Client 3 to penetrate APAC market to generate huge business through our leads

Introduction:

Client 3 is a Singapore based company helping companies in the Asia Pacific region to discover and hire employees with hard-to-find skills at all levels. Using a combination of “high tech” and “high touch,” client takes the time to get to know employers and job seekers so matches are long-lasting and successful.

Challenge

Client 3 opened its new office in Hong Kong & Kuala Lumpur. Starting from scratch in the new location, executives were tasked with simultaneously building its clientele and talent database. Understanding that time spent selling their services to companies was time not spent building a talent pool, Client 3 decided to outsource lead generation to help relieve the pressure on the launch team.

Tech Manos Solution

- Client 3 turned to Tech Manos to outsource lead generation campaign to set sales appointments for them
- Tech Manos developed a unique message after intensive research and assigned an in-house sales rep who is especially good at building rapport quickly over the phone.
- Client 3 reps begin meetings by mentioning this Tech Manos sales rep, and prospects immediately warm up.
- The real time approach & the go to market strategies were implemented
- In addition, Tech Manos surprised Client 3 sales reps with the amount of information gathered during appointment setting calls, which is supplied to reps before they go into a meeting, making the meeting more productive.
- Proved our capabilities in the very initial stage of the project
- Tech Manos tried & tested Lead Gen process was successfully implemented
- Effectively targeting the audience
- Provided qualified leads which were finally converted into clients

Result

- Client stepped outside its comfort zone and hired Tech Manos to handle appointment setting
- After just a few months, Tech Manos surpassed benchmarked expectations, and turned skeptical sales reps into big fans.
- With Client 3 120-day pilot program, the company has achieved a 10% response rate per lead targeted, more than three-times the anticipated benchmark rate.
- After this pilot project client 3 continued the association for more years.

Data

- 120 Days
- Targeted 150 companies
- Connected with C level Executives (Key decision Makers)
- First 2 months leads- 2 to 3 (Includes initial planning & execution)
- Third & fourth month- 8 to 10 leads (After research & initial planning implementation advance strategy is created according to market & outcome was positive)
- Average 4 to 5 meetings continuously generated by Tech Manos
- The conversion rate outperformed the benchmark
- Revenue generated app. 75 Lac INR (5 Meetings Converted)