

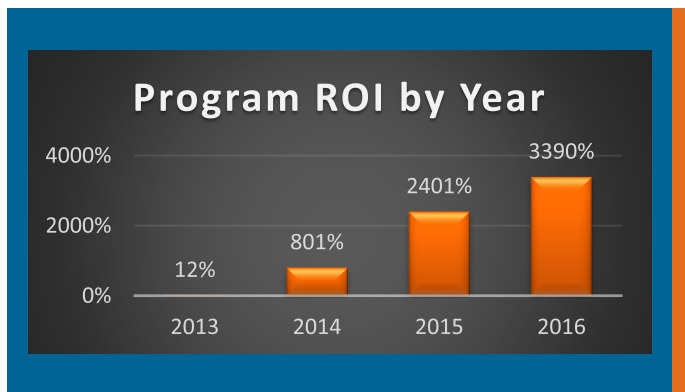
Executive Summary

In Summer 2013, Frantz Group was contracted by a benefits processing software firm to help the growth focused company increase their sales pipeline. At the time, the company was only one year old with no name recognition. Our main point of contact had worked with Frantz Group experts at another software company, and they knew we would be the right fit for this task.

Over 3.5 years later, Frantz Group is such an important part of this client's marketing and sales organization, that 63% of their open new business pipeline comes from our campaigns. Over the length of our relationship, 47.3% of the closed deals were originated by FG, leading to \$10.5M in closed revenue for our client so far.

Together, we achieve increasing success year over year. In the first 8 months of our relationship, our client was able to achieve 12% ROI for average contract value. In year two, the ROI rose to 801% and in year three, we achieved 2,401% ROI. With six weeks remaining in the current fiscal year, already our client has achieved 3,390% ROI from FG generated opportunities using Right Offer Messaging. (*See end of article for the ROI formula used explanation.)

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Alongside the ROI results, when we started, our Client's initial sales cycle length was 18-24 months. Now, with Frantz Group's help, it is between 2-18 months, **representing an average 11 month acceleration of cash flow.**

How did we do that?

We take a holistic look at our client's lead generation needs, taking the time to plan the campaign properly from the beginning. That makes an enormous difference when it comes to pipeline that closes.

Frantz Group believes our leads close because we meticulously manage and synchronize a long list of marketing moving parts to get you noticed. (Think the inside of a watch.) Then we concentrate on leads in fresh, closable sell cycles, which we see as the requirement for success in the fiercely competitive, Sea of Sameness, on-line world our clients live in.

We keep the lines of communication with our clients wide open, and provide a continuous stream of new ideas for improvement.

We immerse our callers in our client's world, and educate them to speak the lingo and buzzwords of the industry. We stay up to date on new legislation and trends to add value to our conversations.

"We see our mission as helping our clients grow, which requires generating leads that close ... not just running a campaign. Our Right Offer Messaging not only helps us generate more leads faster, it helps our clients win more often."

John Frantz, President – Frantz Group

"The back story is that <Sales Rep> and I have been attempting to get a dialogue going with these guys since last summer. We should have had Frantz Group take the lead from the beginning."

Business Development Director



Driving Business Growth with Long Term Lead Generation Success

What does our customer have to say about their results with Frantz Group?



"Have I told you lately that you are amazing? You're doing a great job managing the best lead gen team I've ever worked with – with the best results of any lead gen team I've worked with. Last week we had a sales/marketing team meeting, and the compliments directed toward the lead gen team were fabulous. A quote from one of our newer sales reps "These are some of the best lead generation metrics I've ever seen."

Sr. Marketing Manager – Benefits Software Processing Firm

When working a set number of select accounts, the well can sometimes run dry. However, our unique approach and **persistence** leads to an ongoing flow of opportunities.

When we generate a lead, we celebrate our victories together. Both parties are in the relationship for the long haul. A quote from the Senior Marketing manager sums up the point nicely. **"Hell yes! We have been after this one forever!"**

* **Return on investment**, or **ROI**, is the ratio of a profit or loss made in a fiscal year expressed in terms of an investment and shown as a percentage of increase or decrease in the value of the investment during the year in question. The basic **formula** for **ROI** is: **ROI = Net Profit / Total Investment * 100.**



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