



Executive Summary

In December of 2015, Frantz Group was contracted by a 3d manufacturing production simulation software company to help them achieve new business sales of \$330K in new license revenue in North America in 12 months... and then double that the following year.

Previously this firm had generated most of their leads from referrals and trade shows. They had not organized formalized marketing efforts in the past and were not successful at building enough pipeline to make their revenue goals. They were stuck at their current size and not growing.

We began our engagement with a Right Offer Workshop to align the campaign strategy with the company's revenue goals. We were able to identify key areas of value based differentiation to use in their messaging. We followed the workshop with actual market entry campaigning spot lighting our client's new "Right Offers".

Within 5 months of the workshop, Frantz Group generated a total pipeline value of \$500K worth of sales qualified opportunities. In addition, we generated a funnel of active nurtures valued at \$1.52M.

The typical sales cycle is 6-9 months for a company not actively looking for this type of solution. We are happy to report that some of these opportunities are closing at the 2-4 month mark. Our approach drove rapid success selling to target companies that had never heard of our client before, nor did they have knowledge of 3d simulation.

We saw a great improvement in MQL to SQL conversions with the addition of offers and a proactive outbound lead generation program. Now, 92% of FG leads are turning into SQLs. Prior to working with FG, they only had 23% of inbound web responders that were becoming SQLs. Our client's sales team can now focus more time on closing deals than chasing unqualified leads.



How did we achieve these results?

Frantz Group engaged with this new client specializing in 3D simulation software at the beginning of 2016. Knowing that there was very little knowledge of 3D simulation in the target market of prospects, we had our work cut out for us.

We began our engagement with a right offer workshop to align the campaign strategy with the company's revenue goals. As part of the workshop, Frantz Group researched the value-centric messages for key competitors. During our analysis, we were able to identify key areas of differentiation to use in our inbound and telemarketing messaging:

- ✓ We identified the economic buyers for each target industry segment and outlined key pain points for each persona. Using our research along with client marketing materials, we created three core value based offers- one for each key persona. These offers were validated by users of the solution who volunteered additional KPI information to strengthen our messaging.
- ✓ We created a messaging matrix for each campaign to be used as a guideline for our lead generation teams. A messaging matrix is a constantly evolving prospect dialog management document. Throughout our experience calling into the target industries we added specific keywords and buzzwords, evolved our voicemail scripting, and worked with our client to improve our objection handling messaging.

- ✓ During the campaign we ran a comparison exercise between the initial assumptions of prospect pains & objections, comparing those to what we actually heard on the phone.

The Frantz Group Team is doing an outstanding job! We're getting in at a high level with good companies. The dialogue and verbiage that we're getting from these leads helps us so much more at a starting point than trying to dig for information on our own. I expected nothing less from the Frantz Group. – CEO of North American Division

We validated 90% of our initial assumptions on pain points and our hypothesis that very few prospects had knowledge of the use cases of 3d simulation. We acted as



evangelists for the brand, sending out over a dozen personalized requests for literature each week in addition to a regular slate of email blasts. At every opportunity, we drove traffic to the website to watch video clips while the prospects were captive on the phone.

What happens next?

Our technology lead generation services are geared for long term success as well as short term benefits. We continue to explore additional targets within the original verticals, as well as modifying our message for additional micro-verticals, gearing up for continued progress.

With the opportunity to run the program for an extended period of time, we see greater benefits in our originally selected markets as well. More time enables our lead generation representatives to build better rapport with prospects and for prospects to go from that state of recognizing that a particular benefit is actually possible, to planning how that benefit will be implemented in their environment and dedicating dollars for acquisition.

Our ongoing, human-touch nurture process drives a strong continued revenue benefit for the client. At the same time, the evolving message reaches new prospects and markets, further driving additional leads and nurtures to pursue. This approach keeps our clients' sales team busy and prosperous, driving more revenue to their bottom line.





What makes this approach different?

Frantz Group takes a holistic view of our client’s existing market position and its impact on current performance. We then work with our clients to drive near term success, while building a sustainable model that can grow into a predictable, profitable sales funnel for our customers.

By providing an integrated set of services that consistently reinforce campaign messaging, the client market position is gradually reinforced with potential customers, driving better interest, engagement and acceptance of our clients’ Right Offer messaging.

Our disciplined approach dramatically outperforms situations where a client is simply passing web responders to the sales team. We ensure that the sales team focuses where they perform best: with the prospects that are most likely to convert into a sales cycle. The Frantz Group team provides the disciplined approach to demand generation and nurturing that most sales teams struggle to deliver on their own.



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