



HK-Based Industrial Supplier Widens Market Lead with Callbox's Help

THE CLIENT



INDUSTRY

Manufacturing and Trading



LOCATION

Hong Kong



HEADQUARTERS

Hong Kong



CAMPAIGN TYPE

Appointment Setting



TARGET LOCATION

AU, ID, MY, PH, SG, TH

ABOUT

The Client manufactures and distributes industrial supplies such as decorative stainless steel sheets and other ornamental products used in interior fit-out projects. The company's headquarters is located in Hong Kong, and it carries out the bulk of its manufacturing operations in Guangzhou, China.

TARGET INDUSTRIES

Roofing, Siding, and Sheet Metal Work; Fabricated Structural Metal Products; Miscellaneous Structural Metal Work; Elevators and Moving Stairways; Architectural Services; Building Construction, General Contractors, Operative Builders

TARGET CONTACTS

Project Manager, Interior Designer, Quantity Surveyor, Trading Company

THE CHALLENGE

The Client has been providing custom decorative building materials throughout Southeast Asia and Australia for decades. Its products include colored stainless steel, decorative glass films, elevator decoration modules, and stainless steel fabrication. The company primarily sells to architects, designers, contractors, property developers, construction suppliers, and other industrial vendors in the region.

The Client says it relies on two key advantages to attract customers and set its products apart from competitors:

First is its broad sales and service network across the region, which enables prompt supply and delivery. Second, the Client focuses on design customizability, so that products are tailor-made according to each customer's specifications.

Before the campaign, the Client's sales development model placed much of the prospecting and lead qualification tasks on sales reps. Sales was responsible for finding potential customers and booking introductory appointments with prospects, without much in the way of prior screening. Under this setup, the Client estimated that reps were spending less time talking to prospects, which dragged down both sales productivity and customer buying experience quality.

Accordingly, the company has been planning to reassign all lead generation and appointment setting responsibilities to its marketing team, but the department is mostly staffed by creatives who are already on tight schedules churning out product materials and sales collateral.

It was clear that the Client needed to outsource prospecting and lead qualification. But since the company was selling highly-customized products across different geographic markets, the Client wanted to partner with an agency that had both industry knowledge and regional experience.

HIGHLIGHTS

- Completed successful appointment setting campaign that targeted prospects from key industries in six different APAC countries
- Helped the Client increase sales productivity by taking over most of its reps' prospecting responsibilities
- Provided the Client with sales intelligence to make conversations with potential customers more relevant and personalized

RESULTS WITHIN 6 MONTHS



96 Sales Appointments



46 Follow-ups



42 Requests for Information

After a thorough selection process, the Client chose to work with Callbox as its outsourcing partner because of its extensive project portfolio of APAC campaigns carried out on behalf of manufacturers and industrial suppliers, including campaigns that covered the Client's target countries.

Callbox worked out an ABM Lead Generation and Appointment setting campaign which consisted of:

- Account-Based Multi-Channel Lead Management via Voice, Email, Chat, Web, Social Media, and Webinar
- Sales Enablement & Support which included Product Training, Account Setup, and Back Office Sales Support
- Tools & Subscriptions to the Callbox Pipeline and HubSpot CRM
- Account Management with Strategy Building, Regular Reporting and Product Knowledge

The Goals

The Callbox Team was to hand off qualified leads and appointments to the Client's sales teams who were based in Australia, the Philippines, and Singapore.

The campaign involved two key steps:



Account Research and Selection

1. The Client specified its target industries, location and decision makers
2. Callbox refined the Client's ideal customer profile (ICP) which served as a basis for identifying qualified accounts
3. Callbox compiled a list of potential contacts to target which was reviewed and approved by the Client



Account and Prospect Profiling

1. The Client provided buyer persona profiles of the prospects that they want the outbound campaign to engage in. The profiles consisted of detailed demographic and firmographic segmentations.
2. The campaign's primary targets were Project Manager, Interior Designer, Quantity Surveyor, Trading Company
3. The master contact list was segmented based on these personas, and was further grouped according to industry type with unique accounts and contacts.

RESULTS

The campaign ran for six months, generating a total of 96 Sales Qualified Appointments, 46 Follow-ups, and 42 Requests for Information.

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