



CLIENT STORY

# Delivering Growth

Qualified Leads Deliver Significant Sales Growth

**r-com** | IT Solutions  
consulting & Training

## About R-Com

Established in 2007, R-Com has gained a reputation as a leading provider of IT infrastructure solutions. They focus on making IT an asset for clients, not a challenge.

R-Com's expertise lies in the key technology areas of virtualisation, data storage, networking and systems security. R-Com is also expert in Software License Management, helping clients reduce licensing costs and maximize their investment in software products.

## BACKGROUND

R-Com has built a sales force designed to meet progressive growth plans. The team is an impressive group of experienced, pro-active individuals with a keen appetite to exceed target. R-Com is eager to maintain focus on prospects of real potential and, therefore, employs CPB's prospecting capabilities to provide a regular feed of qualified opportunities for his sales team.

## THE QUOTE

*"Good sales leads are key to the success of our business and CPB consistently produces what we need.*

*The comprehensive service they provide takes away a lot of the workload involved in putting a campaign together and the results we have received are very pleasing."*

## THE CHALLENGE

Each campaign needed to focus on prospecting and lead generation. The outline of the prospecting campaigns were agreed at meetings where the focus and any compelling points of R-Com's service offerings were also discussed.

The target data is also agreed at this stage and the contact detail is obtained from ProspectaBase, the UK's most comprehensive IT industry database.

## THE SOLUTION

We proposed a two tier telemarketing approach where initial qualification calls were made by CPB telemarketing agents to identify customer need.

These telemarketing campaigns covered the full remit of R-Com's technology focus. Identified prospects were contacted by R-Com's sales team, which has had significant success progressing a high number of leads to quotes and orders.

## OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure

## THE OUTCOME

R-Com estimates that, since the campaigns have begun, its sales team has won over £600,000 in new business.

It directly attributes this to the prospecting work done by CPB telemarketing agents, to the investigatory nature of their approach to the calls and to the qualified leads they have uncovered as a result.

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