



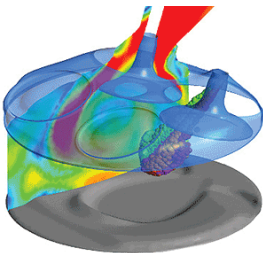
Project:

Data Provision and
Lead Generation

Country/Region:

UK

Sector: CAE



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How EnginSoft achieved a 10X ROI on Marketing

Business Challenge

EnginSoft is a premier consulting firm in the field of Simulation Based Engineering Science.

"Our business needed more new opportunities. We knew we were good at closing business once we were in front of a qualified customer but our marketing just wasn't throwing up those opportunities. Our marketing wasn't providing a positive return on investment (ROI), we couldn't rely on our website alone or attending conferences and exhibitions— we needed to try something different!" - Bipin Patel, Managing Director, EnginSoft UK Ltd.

Solution—Why choose Business Advantage?

On the personal recommendation of another software company I contacted Business Advantage (BA) to buy potential customer contact data and we prepared to call the potential clients ourselves. Business Advantage provided very high quality data but also suggested that their sales development team could develop opportunities for us. We were somewhat skeptical, thinking that there was no way that non-technical sales people could develop opportunities related to a complex subject like CAE software. They reassured us via their past experience, their help improving and using the discussion guide and their agreement to do a low risk pilot test. To cut a long story short, the test and the follow-up project worked far better than we ever thought possible – within months we've had to take on more people ourselves (by about 30%), refine our internal sales process to handle the now higher volume more efficiently and even turn off BA in the short term from generating more leads.

BA is a specialist in CAD/CAE – they know the market and the customer needs, they have high quality contact data as well as the experience and ability to skillfully use all these to do lead generation. They are easy to work with, they listen and took on-board our input, they make themselves accountable, provided online reporting and are highly responsive. Plus their rates are very reasonable – they're tough and professional negotiators but fair – **we anticipate at least a 10X ROI on our investment in Business Advantage.**

What impact did the results have on your business?

The sales cycle for CAE analyses is long and detailed, the customers are usually very large corporations, yet in 6-7 months we have already performed 4 evaluation projects for customers and have a multi-hundred thousand pound pipeline of prospective opportunities.

We've learned that our marketing budget is far better spent on using BA than on ads, conferences, exhibitions or our website. BA is now a trusted partner and part of our extended team, an insider with direct access to our CRM system to handoff appointments highly efficiently.

I highly recommend BA and have already personally recommended them to all our European offices and my colleagues in the Cranfield Business Club. We will be obtaining more sales development services from BA and also starting to use their other services including business intelligence, market research and business strategy consulting.