

Fully Executed Solution Managing \$1.73+ Billion in the Sales Funnel

Challenge



Company had an unkempt database & sales pipeline leakage

Lean sales team was forced to concentrate on back half of the sales funnel with little bandwidth to build and maintain pipeline

Integration



GitGo implemented a phased approach to meet business challenges

Aligned a lead scoring system with Company's current process to eliminate confusion and disruption

GitGo ensured all processes were achievable inside Company's current CRM

Phase 1 - Verification

830

Companies requalified



Interviewed and updated lead scores & next step action plan

Phase 2 - Nurture

430

Twice validated companies with travel spend of \$1.73 billion



Nurtured verified leads as they moved throughout their buying cycle

Phase 3 - Target

Built look-alike list of target companies from insights discovered in phase 1 & 2



With audience profiles, GitGo created a drip campaign to further target businesses

OUR CLIENT'S WORDS:



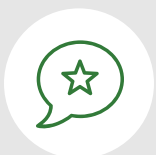
"Flexible and adjusts as needed"



"Transparent partnership"



"A desire to represent you, the brand"



"Dedicated & committed"



"An extension of our team"



"Extremely hands on, that's what really has driven the success"

Contact Us

gitgogroup.com

Gino Ferrario

New Business Development Director

ginof@gitgogroup.com

972.898.7362

