PROSPECTSOFT CASE STUDY
GatorLeads
ProspectSoft convert 3000% more leads into the sales process

“The ROI of GatorLeads is so compelling we don’t even calculate it. The cost becomes completely irrelevant when you are looking at sales in the magnitude of £80K.”

Stuart McLaren
Sales Director at ProspectSoft Ltd

Client Profile
ProspectSoft Ltd delivers software to thousands of users across the UK, the Republic of Ireland and worldwide. ProspectSoft’s suite of CRM and eCommerce business solutions operates mainly in the SME business-to-business market space and offers unpanelled integration to 4 of the main SME accounting solutions.

The Need
They were using traditional lead generation methods including registration forms, Google Analytics, a lead generation company and outbound telesales. ProspectSoft often found themselves frustrated as although they could see high-interest web page hits they were unable to identify individuals and therefore not be able to call them. Their purchased leads were high in volume but often not applicable with a high fallout rate – a typical shotgun approach. And as we know, telesales is an extensive and expensive approach.

The Solution
Adding the GatorLeads code to their site couldn’t have been easier and after some advice from the Gator Guru’s they were up and running and able to track visitors.

Stuart McLaren, Sales Director at ProspectSoft, raves about his favourite feature, company watch. “It gives real insight into potential customer behavior during the sales process. For example following a meeting we are notified by a flurry of activity in the coming days (even following a competitor meeting)!”

GatorLeads was able to help ProspectSoft focus their sales efforts, both for new business and existing customer sales. With a good approach, they could proactively call and tailor their conversation based on their page visits and interests. Always aiming to reach a ‘what a coincidence’ from the contact they are pursuing.

The Benefits
• Recognising interest in existing customers, their biggest customer now spending an excess of £80k a year
• Identifying hot leads on their website, closing a recent sale of £12k a year after seeing their website visit
• Over 30x more leads converted into the sales process

Solution Overview

Client Profile
ProspectSoft Ltd is a family-owned UK business delivering software to thousands of users across the UK, the Republic of Ireland and worldwide. Their suite of business solutions is particularly suited to small to medium-sized enterprises (up to 150 employees), operating in the B2B, that have outgrown their current business information systems.

The Need
Often ending up frustrated as they could see large amounts of traffic on their web pages but unable to identify it, they were looking for a tool to help ease the pain and ensure their telesales approach was no longer as extensive and expensive as it was proving to be.

The Solution
Taking on GatorLeads ProspectSoft were able to identify companies and individuals visiting their website, tracking visitor journeys and filtering their hot leads from the cold. The insight gained changed their approach and allowed a re-focus on their sales efforts, for new business and existing customer sales.
The Results
Stuart’s biggest success came from an existing customer deal. A fairly small customer, at the time, were winding down their use of the software due to their growth plans. Suddenly there was a flurry of activity from this customer on their website, including visits to specific pages about bespoke work. This prompted their account manager to engage at a senior level and ultimately resulted in a meeting to discuss how they could help in their growth. They are now one of ProspectSoft’s biggest customers, spending in excess of £80K per year! It is safe to say without seeing that website activity they may not have engaged and won the business.

From a more traditional use of GatorLeads – Stuart shared with us a very recent success. He identified a company on their website looking at the eCommerce product range. His telesales team made contact, qualified and booked an appointment. Following a long drive to Exeter he won a sale valued at £12K, with an ongoing contract and potentially more business from their sub-brands!

This sale was a company who had not registered on the website and nor had they made contact. However, with the help of GatorLeads they were able to proactively make contact and win a new customer.

In fact on average Stuart has found 30x more leads convert into the sales process (a 3000% increase!).
SpotlerUK is one of the leading B2B marketing automation & lead generation software providers in the UK.

Offering an all-in-one inbound and outbound marketing software, SpotlerUK provides everything you need to launch effective marketing campaigns that generate leads and engages your audiences.

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