

## PARETO SEES 400% INCREASE IN LEAD GENERATION

Getting Sales reps off the phones and out into the market

### The Situation

Like many other sales recruitment firms, Pareto's consultants were trapped inside making calls instead of outside meeting with clients and closing deals. Additionally, it was proving more difficult to contact key decision makers with prospective clients.

Pareto needed a tool that would improve both the efficiency of their sales department and their nurturing process. Sales reps no longer have to waste valuable time manually processing leads. As a sales-based business, they were also feeling the pressure to increase revenue year after year.

### The Solution

Pareto found Salesfusion through their business relationship with Profunnel – a UK-based online marketing solutions company and Salesfusion partner. Through Profunnel's training and Salesfusion software implementation, Pareto has developed more sales opportunities, improved the efficiency of their sales system and created a distinct nurturing process. Salesfusion's website visitor tracking and lead scoring model have allowed Pareto to identify all levels of prospect engagement and nurture them accordingly.



## THE PARETO EFFECT

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### ABOUT PARETO

Pareto is the leading sales recruitment and training company in the UK. They work to help UK-based businesses create and enhance their sales revenues with their best in class service and unique selling perspective. Pareto is headquartered in Wilmslow, Cheshire and has satellite offices throughout the UK.

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### PARETO USES SALESFUSION FOR:

- Website Visitor Tracking
- Segmenting 'hot leads'
- eMarketing campaigns
- Nurture Marketing
- Campaign Tracking
- Targeted brand marketing

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### TANGIBLE BENEFITS:

- 400 percent increase in lead generation
- Identification of prospect behavior
- Higher conversion rates with fewer calls