

The Client:



Brightstar

Brightstar is global leader in the wireless industry for supply chain and distribution, including product and inventory management.

They help businesses promote and sell products, both in-store and online. By recycling products, they help resellers meet consumers' growing needs for device protection, replacement, trade-ins and financing.

"Network Sunday offer the best lead generation service we have used to date. If we had used direct sales or telemarketing we would not have received nearly as many warm leads."

All in all, a highly successful prospecting tool."



Gulrez Tyebji

Business Development Director

Australian Wireless Specialist Brightstar Implements Social Selling For The First Time And Generates 50 Qualified Leads

The Challenge

Brightstar's sales team had the disadvantage of having to succeed in a new market - Australia, away from their home markets of the UK and US.

Another concern was allowing 3rd party access and permission to communicate on their behalf, as well as potentially contacting existing customers. However, Network Sunday's thorough set up process helped facilitate reaching out to a new market quickly and effectively. Once results were seen within weeks, all concerns were allayed.

The Results

Never having much of a professional social media focus for their business development, Brightstar found Network Sunday's approach very comprehensive and detailed. The preparation taken to tailor messaging to different job titles yielded a seamless communication process from the prospect's perspective.

'By the time I came onto a call,' says Gulrez, 'none of the people I spoke to had identified a 3rd party involvement. We also found Network Sunday's response management very useful for managing opportunities, only involving us once interest had been established.'

CAMPAIGN HIGHLIGHTS

17% **34%** **49**

MARKET
RESPONSE
RATE

POSITIVE
RESPONSE
RATE OVERALL

SALES
QUALIFIED
LEADS

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More opportunities, less work