

## The Client:



## Ixaris Systems

Ixaris Systems develop innovative, white label, global payment applications based on open-loop prepaid card schemes for business and consumers. They are a leading provider of bespoke, secure virtual cards and e-payment solutions.

Both offerings provide Ixaris' customers with clear insights into spend whilst helping businesses honour their payment commitments in controlled manner, delivering fast, simplified and reconciled domestic and international payment paths.

*"Besides being highly cost effective, it's the immediate transparency and visibility of the process that's proving invaluable."*

*"Since following Network Sunday's lead, we've totally revolutionised our sales mechanism."*



**Andrea McGeachin**  
Commercial Director

## Global Payments Systems Company Ixaris Secures 15 Sales Qualified Opportunities On Their First Foray Into Network Sunday's Social Selling

### The Challenge

Ixaris Systems had always performed sales and lead generation activities in-house. The company had recently developed a few highly innovative technology products, which were only a few months old, and had still been working on proposition and differentiator sales messages.

Their challenge was how to get the message about their cutting-edge products honed and perfected, as much as one of opportunity generation to grow the company's sales pipeline.

### The Results

Commercial Director Andrea McGeachin had her LinkedIn presence enhanced via an in-depth consultation undertaken by Network Sunday's expert team. This exhaustive process allowed both a deep immersion into Ixaris' business and the honing of Ixaris' own sales proposition to include its newest, most innovative services. Within weeks, new opportunities from international payroll to e-commerce were generated.

After the 3-month pilot, Ixaris was engaged in dialogue with 15 key decision makers in across leading hospitality, travel and IT businesses.

#### CAMPAIGN HIGHLIGHTS

**15**

KEY DECISION  
MAKER  
CONVERSATIONS

**44**

SALES  
QUALIFIED  
LEADS

**51%**

POSITIVE  
RESPONSE  
RATE

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*More opportunities, less work*