

The Client:



Triaster

Triaster is a process improvement software company that enables businesses to effectively manage and improve their processes.

Taking a unique approach to continual improvement, Triaster's business management platform delivers systemic, long term transformation by putting people and processes at the heart of their clients' organisations.

"Network Sunday has proven their worth and is seen as an extension of our marketing and sales team. Within 9 months we've brought in £50k of new business revenue from one of their leads."

Now it's up to our team to convert the 24 warm prospects that are still currently in our sales pipeline."



Carma Cooper
Head of Customer Services

Triaster Closes £50k New Business Revenue, The Tip of the Iceberg

The Challenge

Offering a business process management solution that is used by reputable organisations such as Balfour Beatty, the AA and Interserve, Triaster have an established customer base but needed an effective prospecting strategy to bring in new business leads.

Having invested a large amount of marketing budget in telemarketing agencies in the past without seeing any return, Triaster was referred to Network Sunday through a mutual business contact.

The Results

Initially drawn to Network Sunday's social selling methodology and comprehensive use of LinkedIn for early stage prospecting, Triaster signed up for the service in March of 2015. Over the 9 months, their marketing team have received over 34 accepted sales opportunities.

With a defined sales cycle of 6-9 months, Triaster have brought in their first round of new sales revenue to the value of £50k. With 24 active sales leads currently in their pipeline as a result of working with Network Sunday, Triaster have gone from very little new business on their radar to a healthy growth trajectory ahead of them.

Carma Cooper and Victoria Glancy, who head up Triaster's Customer Services, have praised the quality of the leads delivered from the service.

"The prospects we speak to already have a good understanding of the Triaster solution. We are always impressed with the level of detail provided in the opportunity briefs our account manager sends us prior to meetings with leads. Qualification is much simpler as a result."

CAMPAIGN HIGHLIGHTS

£50k

NEW BUSINESS
REVENUE IN 9
MONTHS

24

ACTIVE
SALES
LEADS

34

SALES
ACCEPTED
OPPORTUNITIES

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More opportunities, less work