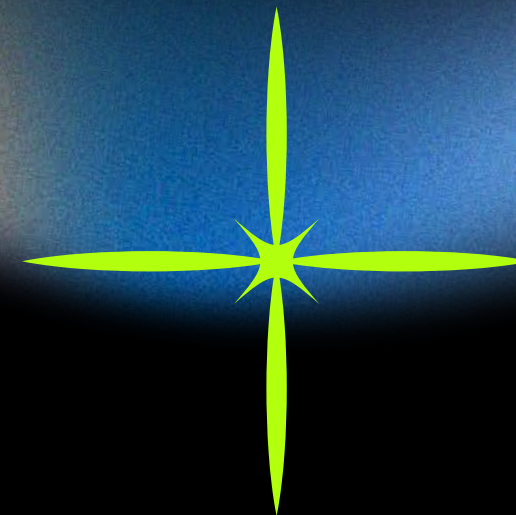




VIANMEDIA

CASE STUDY



**HOW COLD CALLING
HELPED A MARKETING
AGENCY SCALE FROM
5 TO 31 CLIENTS IN 4 WEEKS**



About the Client

INDUSTRY: PERFORMANCE MARKETING

LOCATION: USA



THEY WERE STRUGGLING WITH HIGH HIRING COSTS,
LOW CONVERSION RATES, AND SLOW SALES CYCLES.



THE CHALLENGE

BEFORE PARTNERING WITH TELTALK, VAN MEDIA FACED:

- ▼ LOW CLIENT ACQUISITION RATES
- ▼ HIGH COST PER HIRE AND TRAINING TURNOVER
- ▼ WASTED TIME TRYING TO BUILD IN-HOUSE SALES TEAMS
- ▼ INCONSISTENT LEAD GENERATION RESULTS



THE SOLUTION

TELTALK PROVIDED A FULLY MANAGED COLD CALLING & APPOINTMENT SETTING SOLUTION.

- ✓ BUILT THE OFFER STRATEGY
- ✓ SET UP SMART LEAD PIPELINES
- ✓ WROTE & TESTED MULTIPLE CALL SCRIPTS
- ✓ HIRED AND TRAINED THE PERFECT AGENTS
- ✓ IMPLEMENTED TRACKING & REAL-TIME FEEDBACK
- ✓ REFINED CAMPAIGN WEEKLY BASED ON REAL DATA





TEAM COMPOSITION

- 2 COLD CALLERS
- 1 CAMPAIGN STRATEGIST
- 1 PERFORMANCE TRACKER (QA/ANALYTICS)

PERFORMANCE TIMELINE

⚡ AVG. 2 APPOINTMENTS/HOUR
AFTER OPTIMIZATION



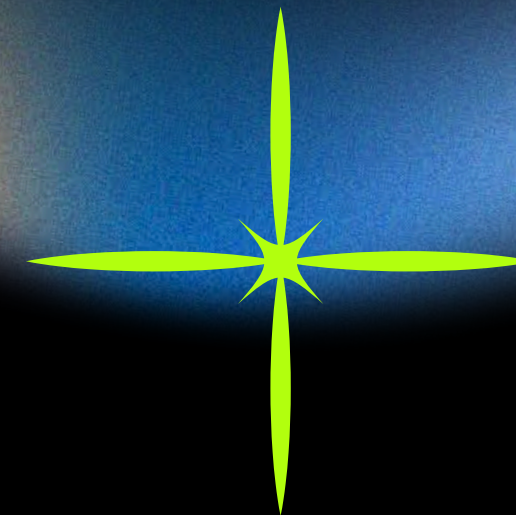
CONVERSION RATE GREW
BY 400% IN 4 WEEKS



RESULTS

- ✓ 520% INCREASE IN BOOKED APPOINTMENTS
- ✓ 31 ACTIVE CLIENTS (UP FROM 5)
- ✓ 72% COST REDUCTION COMPARED TO US HIRING
- ✓ CONSISTENT PIPELINE WITHOUT INTERNAL OVERHEAD
- ✓ CLIENT STILL ACTIVE WITH TELTALK FOR 2+ MONTHS



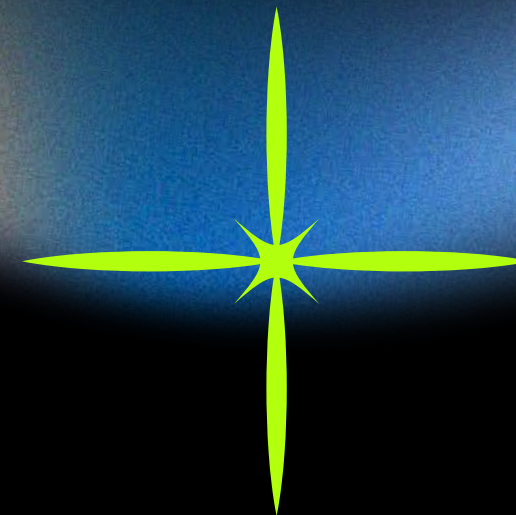


CLIENT TESTIMONIAL

WE TRIED HIRING AND TRAINING COLD CALLERS FOR MONTHS. NOTHING WORKED UNTIL TELTALK. IT'S LIKE PLUGGING INTO A FULL SALES TEAM INSTANTLY. GAME-CHANGER.

YOU CAN CHECK ON THE REVIEW ON





***WANT RESULTS
LIKE THIS?***

START FREE TRIAL

teltalk.net

