



Outbound Sales & Lead Gen Case Study

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OUR OUTBOUND SALES & LEAD GEN EXPERIENCE

Our management team have worked on a wide variety of campaigns over the last 18 years with some outstanding results. You can be sure when you partner with OneChat that we know

[Sales and Lead Gen](#)

Connexion Media is a global company, based in Melbourne that provides in car telematics for every General Motors vehicle produced within the USA.

Although based out of Melbourne, the majority of their services are offered in the USA and Europe with little market share in Australia

OneChat performed two pieces of work for Connexion Media

SITUATION

Lead Generation into companies with a fleet of 100 plus vehicles: The initial demographic of the vehicles being targeted for appointments for the Connexion Field Team were: Rental cars, Couriers, Banking and Retail.

Direct Sales : to companies within the above demographic with less than 100 vehicles

OneChat designed a tailored training program and facilitated a lead generation and sales solution to a dedicated team.

SOLUTION

\$7.9

MILLION

SALES PIPELINE BUILT IN CLIENT REQUIRED
VERTICALS

ZERO

MEETING

CANCELLATIONS

CONNEXION MEDIA BDM'S WERE ABLE TO
PROVIDE FULL PRESENTATIONS TO CLIENTS

We constructed a pipeline of over \$7.9m in opportunities in the required verticals. Our consultants utilised their acquired training skills to navigate the "gate keepers" to speak directly with decision makers in such companies as: [Westpac](#), [Parmalat](#), [Miele](#), [BUPA](#), [Thrifty and Budget](#).

There were **zero cancellations of meetings booked.**

In addition, we conducted [new data investigation](#) and EDM design for 10,000 potential clients.

OUTCOME

YOU'RE PRETTY IMPRESSED...WHAT'S NEXT ?

Scott Allan- Director of Sales & Partnerships answers the question **“Why OneChat?”**



OneChat is acutely aware of and has experience in providing the right solutions in a timely and cost effective manner. Our overriding goal is to add value to our partners organisation and more importantly your customers through value added solutions that enhance the customer experience and provide positive ROI to your business.

Scott Allan, Director of Sales & Partnerships

OneChat will use our expertise to provide you with the outcomes that you and your customers desire.

If you would like to learn how OneChat can take your business customer contact to the next level, feel free to get in touch via my details below.

Regards

Scott Allan

Director of Sales & Partnerships

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