

Case Study - Sybiz Software

Industry:	Business Software, Payroll, CRM & Accounting packages
Business Objective:	Increase leads & sales
Market:	Australia/New Zealand
Solution:	Highly targeted lead generation programme

For Sybiz Software, shifting to a new lead generation process has meant an increased sales focus and a higher level of business intelligence

Every business aims for a healthy balance sheet, but it's especially crucial for a company specialising in accounting software.

Sybiz Software is an Australian pioneer in the field of accounting and business software. The company has provided solutions (payroll, CRM and accounting software) to thousands of businesses across the globe and is based in Australia and New Zealand.

The need to grow

Back in 2008, Sybiz was looking to increase sales. A previous lead generation campaign had failed to deliver so a new solution was needed.

Sybiz knew that for the business to grow there needed to be a dedicated focus on sales generation by experts. Sybiz wanted to focus on developing their products and services, so they turned to Outsell for help.

Choosing a pathway

Sybiz Managing Director Peter Whalley briefed Outsell Managing Director Richard Fleming-Yates and together they laid a plan for the future. A nurture development programme was set up, allocating time each week to acquire leads and appointments for Business Partners both in Australia & New Zealand

Raw data was supplied by the Sybiz marketing team, and then imported into the Outsell Leadmaster system.

Outsell agreed on a target of acquiring a minimum number of opportunities per week. Once appointments were made, the details were passed to Sybiz to distribute to the appropriate Business Partner (in a geographical area or by Industry).

Reaping the rewards

Peter Whalley has been impressed with the support given by Outsell and its ability to represent Sybiz in a highly professional manner.

"As our relationship with Outsell has developed, we've begun to appreciate the sales pipeline increase. We've also found that using a sales company that knows our markets and has relationships throughout the industry has helped us get in front of these opportunities quicker than using off shore companies.

We operate in a global economy, and these personal relationships and cultural understandings are becoming ever more important as our prospects become even more time poor."Outsell Director Richard Fleming-Yates, sees the relationship as mutually beneficial.

"Sybiz are leaders in their field and working with them has cemented our belief in the value of good relationships in business," he says.