

CLIENT CASE STUDY

New Market Entry

Evergreen Advisors

CLIENT PROFILE

An Evergreen Client is a leading provider of network security services with over 4,000 customers and 50 layered services. Over 2,000 financial institutions rely on the Client for total network security and compliance with Federally mandated electronic security practices.

PROGRAM OBJECTIVES

- Enable the Client to approach a new marketplace
- Enable sales personnel to engage in selling, rather than market research, lead generation and nurturing

SUCCESS SNAPSHOT

- Significant penetration has been achieved in the new marketplace
- No infrastructure or training burdens have been imposed on the client

“The Client is benefiting not only from the provision of highly-qualified sales leads at a higher-rate than achieved in legacy markets, but is taking a leadership role in a new marketplace. Moreover, new marketplace entry imposed no new burdens on the sales and marketing team.”

Evergreen Advisors is a leading provider of outsourced business-to-business sales and marketing services. Evergreen uses a proprietary methodology to achieve higher revenue growth and shortened sales cycle time for Clients. Our core services include market research, demand creation and lead generation. We also assist clients with execution of strategic initiatives in partnering and market assessment.

To learn more about our solutions, please call 203.791.3896 or email us at info@evergreenadvisors.us

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ACCELERATING GROWTH

The Client had already achieved a high-level of success with its inside sales, direct marketing and Webinar-based sales efforts, and is a perennial performer in Deloitte’s “Fast 50”. Evergreen approached the client with the goal of further diversifying the Client’s customer base while capitalizing on the Client’s prior success in the financial services industry.

Evergreen proposed a new market segment for the Client – SEC Registered Hedge Funds and Investment Managers - after matching the unique requirements of the segment to the Client’s services.

Evergreen’s market research identified over 19,000 potential buyers for the Client. All buyers are principals and/or owners of firms within the industry segment.

Evergreen’s market communications practice developed the appropriate positioning and collateral materials needed to penetrate the new segment, and Evergreen’s campaign platform and disciplined follow-up capabilities offered a “turn-key” solution for rapid opportunity growth.

Active campaigning began within 30 days of contract signing and no new training or administrative burdens were placed on the Client’s Sales and Marketing teams. Evergreen provides all research, market communications support (inbound and outbound), and lead generation and qualification services in this segment.

The client is now assuming a leadership role in the new market.