

Electronix Services

Customer Description

Electronix Services is an experienced independent organisation operating within the Advanced Electronics Services Business for over 30 years. Their customers include **Siemens, Hitachi, Bosch, Veolia, Panda** and **Kerry Foods**.

Electronix Services provide full component-level repair, refurbishment and certified spare services parts for high value electronic equipment across multiple industries. They deliver solutions for any equipment that is outside the manufacturer's warranty, deemed obsolete or no longer supported.

The Challenge

Electronix Services is a growing business but found it challenging to generate a regular flow of sales leads that matched their target profile. Their problem was allocating time to systematic sales prospecting when the team has to focus on other operational issues. They faced the task of reaching the right people at the right time while making their message clear and concise.

Solution

Motarme ran a 3 month lead generation campaign for Electronix. We used our standard systematic lead generation service to ensure they were reaching the most qualified leads on a regular basis.

We clarified their target profile, assigned a dedicated Client Services Executive, generated target contacts, drafted and completed the outreach campaigns, monitored responses and sent updated reports to Electronix Services each week.

We booked high quality meetings each week for Electronix. This meant they could focus on those sales meetings without having to do the extra work of finding and contacting prospects. This allowed the management team to allocate their time to other important aspects of their business.

Results



From a campaign “kick-off” call to starting outreach, Motarme had Electronix Services set up **within 10 days**.

During the 3 month campaign we generated **25 positive responses** – people who agreed to take a call or web meeting with Electronix.

We also generated an additional **27 “Neutral-Referral”** responses – people who either couldn’t take a call right now but could do so at a later date, or people who suggested that Electronix talk to a colleague of theirs.

Some of these responses have already converted to **confirmed sales**, to a mix of multinationals and local SME’s.

CUSTOMER TESTIMONIAL

“Motarme were able to get to the right people at the right time with the right message. Their service does what it says on the tin – we have the results to prove it.

Choosing Motarme was a game-changer. Their professionalism, expertise, and results have consistently exceeded our expectations.

Motarme has transformed our B2B lead generation. Their knowledge, and exceptional performance consistently deliver quality leads”.

Maurice O’Regan, CEO, Electronix Services

Motarme Services

Motarme provides sales lead generation services and technology to B2B industrial, software and services companies. We work with customers in Ireland, the UK, Europe, the US and Canada.

We run campaigns targeting potential sales prospects in North and South America, the UK, EU, Australia, New Zealand, Africa, the Middle East, India and South East Asia.