



INTRODUCTION

Hart-Boillot is an integrated marketing communications agency based out of Boston and San Antonio. The firm has a worldwide client base and strategic partners in the United Kingdom and Sweden. Hart-Boillot focuses its efforts in technology, medical, renewable energy, and education markets. They are known for their trademarked FlightPlan™, a methodology which clearly maps marketing and communications campaigns to provide strategy, focus, and follow-up on clients' public relations, graphic design, branding, and advertising decisions.

HART-BOILLOT'S CHALLENGE

In late 2008, Hart-Boillot made a strategic decision to invest in growth. While CEO Nicolas Boillot knew his firm could maintain current clients' campaigns, he acknowledged that prospecting for new clients was not a core competency.

"Our business was thriving when we hired Initial Call. We knew we had the stability to reach out and expand the business. However, we recognized that our internal sales team members are not cold callers. As good as we are at closing, we needed help prospecting and initiating conversations with potential clients."

The company had previously worked with another inside sales vendor but had experienced lukewarm results. Boillot ran into a long-time, respected friend at a renewable energy conference, and his friend recommended Initial Call.

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SALES APPLICATIONS

“Given the firm’s expertise in PR and marketing, Hart-Boillot already had a messaging plan and client success stories when we came on board,” recalls Amy Keuper, Vice President of Sales and Operations for Initial Call.

“This strong collateral provided us with instant credibility-building tools to share with new prospects.”

While Hart-Boillot already had a more mature sales process than many of Initial Call’s clients, Keuper explains that Initial Call’s collaborative approach and expertise in Salesforce.com, a Customer Relationship Management (CRM) tool, still came into play.

“Because they were open to our feedback, we have been able to discuss sales strategies, edit their sales playbook based on the information we learned while prospecting for them, and map their sales cycle more thoroughly into their CRM,” said Keuper.

Boillot concurs, “First Initial Call thoroughly evaluated the level of engagement we had with all our existing clients. Then they helped us optimize each business connection, new and old, so we could unearth every possible opportunity.”



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OUTCOMES

At this point, Initial Call is responsible for most of Hart-Boillot’s calls to prospective clients. This includes the actual introductory phone calls and a certain number of follow-up interactions.

Boillot explains that Initial Call’s services also have allowed Hart-Boillot’s professionals to focus on their areas of expertise rather than spending hours on the phone with prospective clients that may not choose to use the agency’s services. He confirms that the engagement is successful, and that part of that success is Initial Call’s ability to separate potential clients from “tire-kickers.”

“Initial Call’s introduction allowed us to get a foot in the door with our biggest client in one of our practices—a prominent company and very visible brand—in a key market for the agency,” said Boillot.

“Our timely meeting with this well-known and respected client would not have happened without Initial Call.

“Initial Call brings great expertise in using the customer’s criteria to determine the value of the lead,” affirms Boillot. “It was clear from the first conversation with Initial Call representatives that they were not going to arrange meetings for us with companies who were not solid, qualified leads. They use their interaction time with a prospect company to determine whether it is worth our company’s time and efforts to pursue.”

CONCLUSION

Boillot values the results. “Initial Call has an excellent track record of securing meetings with the appropriate people at organizations within our target markets. Their willingness to learn about our services and business goals has given them the ability to connect us not only with the right clients, but also with the right people in those organizations.

“We have invested more with Initial Call because we feel they are moving us in the right direction.”