

Case Study: Cracking Two Major OEMs

Project Type: Target Account Mapping

Industry: Aerospace

Client: Leading manufacturer of seals and other polymer products

Primary Objective(s):

Fill pipeline with qualified leads- an increase of 100%.
Establish visible path from lead to project development.



Other Objective:

Expand Aerospace engineering qualified contact list to include job titles, roles and responsibilities within two major aerospace OEMs*.

Success Measurements:

Obtain at least 50 new contacts from each company from the following specialties: engineering, product validation and sourcing.

Results:

In just 85 hours (just over two weeks) we were able to develop:

- 21 technical seminar requests
- 9 individual meetings
- 6 future projects
- Total of 107 qualified contacts

While still in the project stage, several large opportunities have already come as a result of these efforts, including:

- Inside track on a helicopter fleet engine replacement project for the military.
- Bellows replacement for same project
- The military is open to Client supplying the complete assembly, including seal, bellows, tubing and transition sections between the bearing compartment and outer wall.

“We could not have hoped for any better results than what the team at Connects was able to produce in such a short period of time working with minimal input from us. We expect the leads they uncovered to continue to generate new opportunities for us well into the future. I give my highest recommendation for Robin and her team.”
Client, Business Development Engineer

*This particular division of Client had NO previous business at either aerospace OEM. Results based on very limited contact list.