

# Case Study: New Product Introduction

## Project Type: Lead Generation / Appointment Setting

**Industry:** Life Sciences

**Client:** Leading manufacturer sterilization equipment for hospitals and surgery centers

**Primary Objectives:** Pinpoint locations where client's type of instrumentation (units) is used; Schedule in-person meetings between field representatives and target customers

**Other Objectives:** Cultivate and refine list of decision makers at top targets

### Results:

During the course of the 360-hour program, we produced:

- 762 presentations to potential customers
- 170 identified units
- 118 meeting requests

We began this program with an “unscrubbed” list of hospitals. Throughout the project, we were able to ascertain the correct contacts, schedule 118 meetings and uncover 170 units which our client's product could supply/replace. We were also very successful in extending brand recognition and identifying the competitive landscape.

Within 60 days of project completion, our client quoted 51 units, with a total quote value of \$1.35 million.

- Instrumentation cost per unit: \$27K
- Total cost of project: \$20K
- Cost per lead: \$163
- Quote value (51 units): \$1.35 million



*“Connects Marketing Group has a seasoned team that is very familiar with our entire portfolio. Their work is timely and thorough and their follow-up is best in class.” - Group Project Director, Tech Services, Client*

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