

# Case Study



## Case Study #602TP

# Situation: New Product Launch with Inadequate Sales Force Support

### Client

A leading global vision-products company

### Critical Challenges

- Sales force: Inadequate to accomplish conversion
- Timing: Campaign timing must match laboratory schedule
- Demonstration: Product demonstration increases conversion rate

### Goal

Convert 3,000 high-value customers to a new high-margin product

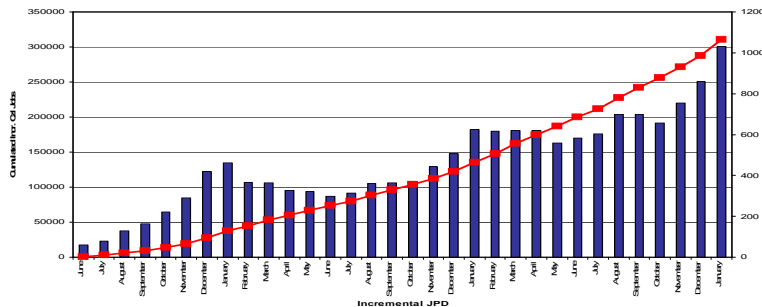
**Decision Point: Find a way to answer key questions, demonstrate the brand, and let users teach non-users.**

### Solution

- Use TeleSales to build relationships, distribute samples, and recruit for dinner meetings
- Use moderator-led (no speaker) peer-to-peer dinner conferences to allow users to share with non-users their experiences with the brand

### Results

- Converted 40% of targets in Rd 1; 23% in Rd 2; Rd 3 underway
- 32-month total incremental sales of nearly \$10 million
- 32-month ROI: 646%

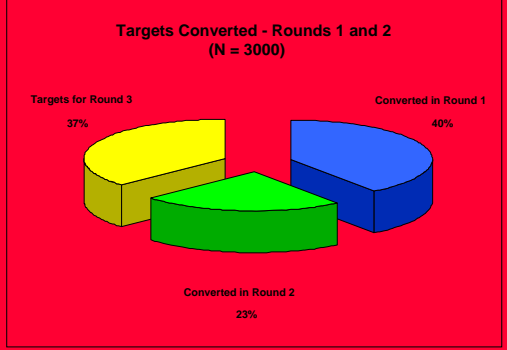
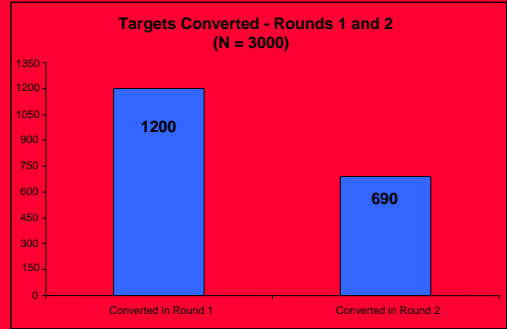


**Incremental Jobs Per Day**  
 Right scale/blue bars: Incremental JPD per month.  
 Left scale/red line: Cumulative incremental JPD.

## PRODUCT

*New high-margin vision product*

## DATA



32-Month ROI:  
646%

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