How an Effective Lead Scoring System Helped Pharmaceutical Company Raise Lead Management by 32% in 30 Days

The Clint

The Client* is a leading pharmaceutical firm based out of San Jose. Their range of services broadly includes branding, sales of medical devices, patenting, testing and researching. Their target customers included pharmacists, leading hospitals, healthcare providers, doctors and dentists.

Their comprehensive solutions have generated satisfied clients worldwide. They had a strong sales support system but were unable to manage their steady stream of leads and prospects.

The Challenge

The main challenge faced by the Client was managing their lead system. They had over a hundred thousand leads unattended to and not followed up with. Even though they were prompt in answering grievances and queries, they failed to put their leads into different baskets based on inclination towards buying. This was hampering their overall prospect management. Clearly, they needed automation into the picture that would help them assign a fixed score to the leads and create a nurturing plan effectively.

The Solution

Upon signing up with Leadsberry, the client could make use of the lead scoring system. This feature enabled them to assign an individual score to each lead, based on their interest and inclination to buy. All the leads were identified as applicable to different stages of the sales cycle, and they were treated accordingly.

The inactive leads were weeded out of the system and the non-responding ones were kept for nurturing later. Database experts from Leadsberry also helped the client in segmenting the leads and creating an email nurturing calendar. To make the follow-up crisp and effective, lead analytics was set up and interpreted carefully. The leads were handled better and at the end of 30 days the client could see a visible difference in their lead management system.

Client Comments from Martha Steele, VP

"Leadsberry's lead scoring tool was excellent. We got an amazing functional, highly productive platform just when we needed it. We were able to manage our leads with ease – features like lead scoring were extremely helpful in sorting and weeding out bad leads. At the end of barely a month, our lead volume had increased by almost 32% through better management, analytics and integration."

*Due to confidentiality reasons, the name of The Client has been withheld.