

# Case Study - Avelead



## Challenges

Avelead had launched a software product called RevID that identifies and prevents missing and delayed charges before submitting claims. They needed to build awareness in the marketplace and create more conversations and sales opportunities. Because their team didn't have specific expertise in business development, they decided to outsource to FRONTLINE Selling.



## Solution

Once onboarded, FRONTLINE and Avelead worked together to optimize the outbound message. While they were confident in their marketing message, they understood the importance of refining it for effective outreach.



## Results

Utilizing FRONTLINE to generate sales leads was the perfect solution. Hiring and training new reps is time-consuming. Therefore, it made sense to turn things over to Frontline Selling who already had an entire team that is trained and ready to fill that gap. This was a huge benefit for the client.

According to their senior sales director, "...75% to 80% of the MIs are high-quality conversations. There are always going to be 'outliers', no matter who generates the conversations. But, I'm very happy with the quality and quantity of leads that we receive. The results have been outstanding."

*I so appreciate that Frontline has been a tremendous business partner. They truly feel like an extension of our team. There are suggestions I've made, and their ability and willingness to be flexible and adapt is extremely valuable.*

*- Courtney Mills, Senior Sales Executive*