

BACKGROUND:

FRONTLINE Selling partnered with a company in healthcare technology services in need of support with lead generation.

**frontline
selling**



Challenges

T-system needed to solve an opportunity creation gap, and they needed a solution that offered speed to market as well as learnings to do it.



Solution

They needed to identify KPIs in different phases of outreach.



Results

Our feedback and expertise in optimizing outreach efforts and messaging allowed us to act more as partners than vendors. Communication between our teams was outstanding, with everyone sharing learnings, market responses, and strategic ideas for execution.

FRONTLINE effectively pursues target accounts on our behalf and develops a solid pipeline, which enables my team to focus their time on advancing and closing business...

Matt Lang, T-System VP

\$18M+

In pipeline generated

\$1.87M

Closed in the first year

11.1%

ROI in the first year