



## Edge IT

### Industry

IT Services

### Employees

11-50

### Location

Letchworth, Hertfordshire

### Website

[www.edgeit.co.uk](http://www.edgeit.co.uk)

### Primary Services delivered

- Lead Generation
- Data Cleansing
- Weekly reporting
- Setting KPIs

### Results

- 14 meetings booked
- 3 new customers on boarded
- £45,000 revenue delivered in 3 months

## Great success from outsourcing Lead generation

Edge it is an established IT business in Hertfordshire who have been trading since 2008. Edge provide IT Support, security and management of I.T services for SME's in the UK. Having big accounts within the Veterinary space and dealing with lots of hi-tech local businesses in and around Hertfordshire and London. Edge have grown from strength to strength by providing experience and knowledge to keep their customers safe and secure when dealing with all forms of their IT infrastructure. Being very responsive and having backup solutions





**Jermaine Gibson** | Director | Owner of Edge IT

*We were impressed by how professional and efficient SalesFlow were. We were worried about getting an outside organisation in as we had to trust them with our brand, company, and our reputation. We got the results we wanted and would highly recommend to another other business owners.*

## Approach

Edge was looking to grow their current customer base in the surrounding area and approached SalesFlow through their current network to see what they would recommend for lead generation for new business. SF recommended some targeted lead gen through calling, emailing, door knocking in the local area. Edge provided the data that recommended, and SF worked through the data day to day updating the CRM system so Edge could visually see what was going on each day. Reporting back each day/week with results we could tweak the campaign together and offering. SF would book meetings with new potential clients with Edge it would sit the meetings and feedback information to SF. It ended up being a 6-month campaign.

## Conclusion

Edge I.T saved time and energy internally by outsourcing the lead generation to SF. The directors didn't have time to concentrate on lead generation themselves as they were busy running the day to day of the business keeping current customers and staff happy. Potential leads and opportunities were getting missed but by having SalesFlow involved it meant there was someone responsible and making accountable for new business. Something the business didn't want to miss but resources were being used elsewhere. It was a great hassle-free relationship that benefited both businesses and help Edge continue to grow steadily.



## Results

- Booked **14 meetings** with new clients.
- Closing 3 new customers, **£45,000+**
- Customers engaged with Edge after campaign **Value of £20k +**
- Prospecting data cleansed
- Improved customer journey



Contact SalesFlow for additional information **0330 311 0443** or visit [www.salesflowconsulting.com](http://www.salesflowconsulting.com)