



EVENT-TRIGGERED OPPORTUNITIES

Creating lucrative opportunities in a project-oriented market using event triggers to find the right projects at the right time

Objectives

The UK-based client approached us to help them expand their sales into the US market. Despite their success in securing high-profile projects worldwide, they had yet to tap into the vast potential of the US. They believed establishing a US-based outbound sales team would enable them to penetrate this significant market.

Solution

The client provided specialized consulting services for large development projects like university campuses, mixed-use developments, transportation systems, and corporate campuses.

The OppGen team defined precise market segments and buyer profiles, then researched to identify projects at the right development stage for our client's services. After selecting targets, our sales team analyzed each project, pinpointing and contacting the key responsible decision-makers as well as targets for referral.

As the sales cycle advanced, OppGen actively facilitated progress toward closing the deal.



Stephen Reid

Partner, Applied Wayfinding

"The OppGen team did so much more than just pound the phones. They partnered with our executives to hone the value proposition and engineer an innovative way to find just the right projects for us to pitch, taking into consideration size, phase, complexity, and fit."

Results

OppGen's targeted and meticulously researched approach proved highly effective, with over 30% of the projects contacted evolving into qualified opportunities. The opportunity list included some of the largest corporate and mixed-use development initiatives in the US, demonstrating the compelling impact and reach of our strategy as well as the teams' ability to penetrate large enterprise organizations and projects.

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