



## EXPANDING THE MARKET OF A SPECIALIZED PRODUCT

**Successfully drive new business growth in a specialized market with an unknown, highly technical product**

### Objectives

The client approached us to help expand their outreach beyond industry events, where their CEO single-handedly managed all sales stages. Despite a strong track record and expertise, Infometrix remained relatively unknown outside their core customer base which included some of the world's largest petrochemical companies. They aimed to proactively increase their market presence and raise awareness of their pioneering solutions in the industry.

### Solution

Oppgen spent the first month of the engagement gaining a full understanding of the client's products and the specific industries and functions they were designed to serve. In less than a month, Oppgen started an outbound campaign in earnest, racking up thousands of emails, calls, and ad impressions into the who's who of the petrochemical industry.

The complexity and very specific application of the client's products, required the OppGen team to target very specific people in the depths of these mega giant companies. Once we did make contact our sales team needed to be prepared to speak intelligently about a very technical product to professionals such as Chemists and Chemical Engineers.



**Brian Rohrback**  
President, Infometrix, Inc.

*"The Brand Sculpting process that OppGen employed was both efficient and effective, allowing them to quickly understand our needs and take over new business development. This not only freed up my time for tasks that only I can perform but also ensured that potential contacts were promptly pursued, boosting our overall efficiency."*

### Results

By month four, we had built a sales pipeline worth over \$1,000,000 and in month five we closed our first major deal for the client with four more nearing closing. With each sale generating an annual income stream of between \$50,000 and \$250,000, the outbound efforts will provide a sizable revenue stream for the client. With the Oppgen team focused on new business development, the client can focus on running their company, engaging with current clients, and further developing their product.