



# NET NEW CUSTOMER ACQUISITION

**Denave's Intelligent Database & Telesales engine generated pipeline value of \$5.65M within 3 months**



## CLIENT

One of the largest managed Cloud Computing company



## BUSINESS OBJECTIVE

To tap into the SMB whitespace and generate BANT qualified leads



## THE CHALLENGE

Creating net new customers (create pipeline and close) within a stipulated time frame (of 3 months), in the absence of any comprehensive whitespace database



## THE DENAVE EDGE

- ▶ Denave's proprietary whitespace database discovery platform helped in acquiring new prospective customers basis the scope outlined by the client
- ▶ Our demand generation capabilities generated BANT qualified leads from the whitespace database for targeted sales



## PROGRAM REACH

📍 Hong Kong & Singapore



## THE RESULT

Generated 102 BANT qualified leads having a pipeline value of USD 565,000 in 3 months