

The Client: Dorval Management Associates is an expert consulting company, providing tailored solutions to the complex issues that prevent companies from prospering. They help clients achieve business goals so they can have more free time to enjoy life.

The Challenge: Since Dorval Management takes a very hands-on approach for their clients, they take on a limited quantity of clients per year. As a small boutique firm, Rick Dorval simply didn't have time to follow up on a huge quantity of leads per week. Prospectr needed to deliver enough leads to bring a significant return on investment, but also ensure they were qualified enough to be worth Rick's time.

The Results: We knew our process would work very well for Rick's business, we just needed his patience. We diligently segmented data and launched new campaigns each week, with the short-and-sweet creative that explained the pain-points Dorval Management solves. With testimonials to back up our statements and our 9-step nurturing process, we continued reaching potential prospects and got another promising lead: "Ok your persistence has got my attention. Do you have a few minutes to talk today?" It was right on target and soon closed into a great new customer (the best Dorval Management has ever had!). After our initial three month campaign, Rick decided to sign on for 12 more months with Prospectr. The relationship continues to prove successful!

"This is the best customer that I have closed to date for my business. We are located in Rhode Island but we were doing most of our business in California. I wanted to travel less and work closer to home. Travis and Natascha worked closely with me to send out the right message to my target market. The first three months campaign was successful, I am now working with clients in New England and I have just signed up for a new 12 month campaign." -Rick Dorval