



**Pre-Sales Activities**  
**Case Study Sales & Marketing**



## CASE STUDY



### Smart Recruiting: Increase Revenues by Outsourcing Tasks

Learn how by delegating Pre-Sales activities, a recruiting firm increased profits & impressive return on investment.



## EXECUTIVE SUMMARY



Our Client is a seasoned recruitment pro! He started out with Lawrence Harvey as a graduate and quickly progressed through the ranks to lead their successful Business Intelligence Team. He was a strong performer finishing in the top three of the Permanent Billers League in 2011 & 2012 and was an instrumental figure in Lawrence Harvey's success in the Virgin Fast Track 2012. His core strength as a recruiter is networking.

He has a fantastic understanding of how the IT market operates and has an excellent ability to connect the right people to the right companies. But taking Codex to the next level alone is not a cake walk with available resources, staff and time in hands.

In 2015, Client partnered with Fusion to outsource few Pre-sales tasks to support their networking activities & generating revenue. What was integral to the relationship was Fusion's ability to provide services during the same working hours as client, a convenience not offered by its competitors.



## CLIENT SUMMARY



Client's ambition is to be viewed as a trusted partner by their clients and honest advisors by their candidates.

They do not aim to work with every company in their respective markets; they work with the clients who see the value in using a specialist recruiter and are happy to provide them with all the relevant information to assist their recruitment requirements. They believe in open and honest relationships with their clients and invest a large amount of time in getting to know their business. This is a long-term strategy to make recruiting process as efficient and effective as possible.

Client also provide updates across the contract and permanent markets, advise on career development and effective advice on how small changes to CV can optimize its potential to the candidates, when in front of clients. Their long-term goal is to become globally recognized leaders in the Business Intelligence and SharePoint markets



## THE CHALLENGE



Our Client being a niche IT recruitment company focused specifically within the Business Intelligence and EPM recruitment markets by providing honest and intelligent advice to both their candidates and clients to ensure their true market expertise.

Doing all this along with focusing on expanding the business and marketing activities was a lot to manage and concentrate simultaneously on everything. The challenge they were facing was to manage everything in-house with the available resources and time in hands. Hiring another employee for mundane tasks such as market research and Lead generation would be an extra overhead.



## THE SOLUTION



Fusion's ready to onboard Remote Team's with prior experience was the game changer for managing the particular tasks Client was looking to outsource. Fusion offered a free trial of 24 hours to understand the requirements and provided more than expected output at the end of 3 days trial.

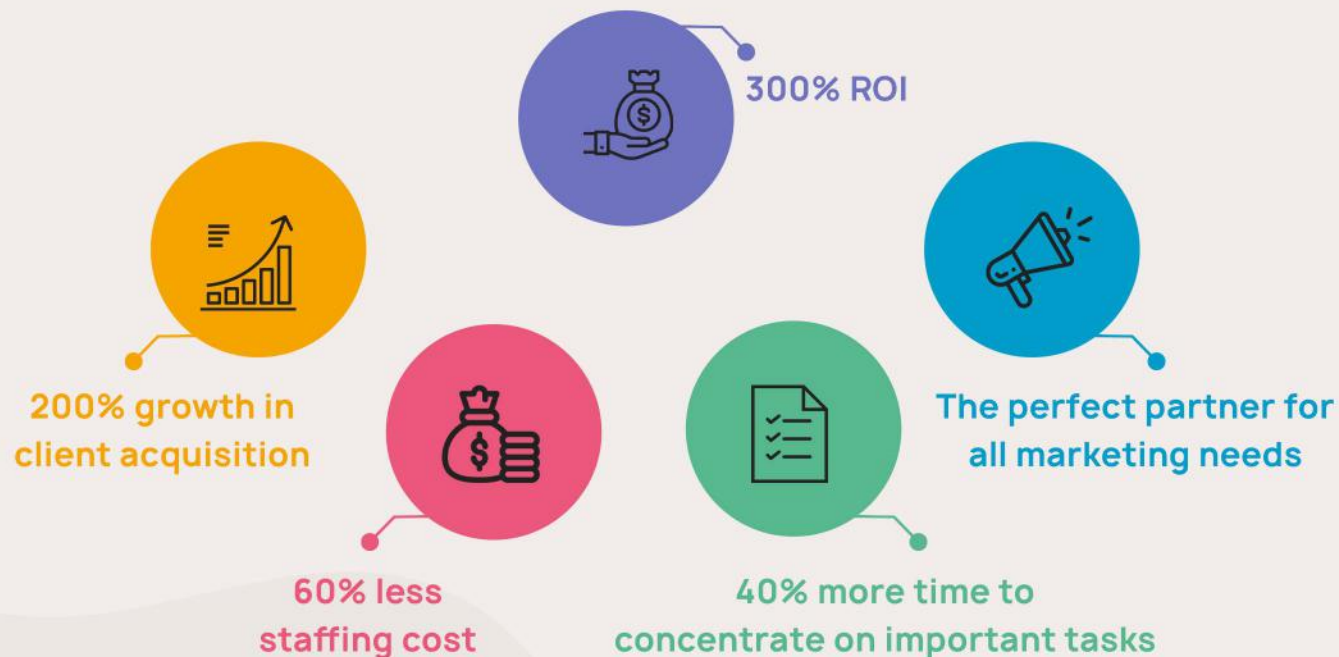
Fusion's professional Remote Staff helped Client Lead Generation for their niche requirements and contact extraction for the contacts given, lead verification for the old database and keeping it up to date.



## SUCCESS STORY

Upon the complementary trial of 3 days, Client learned that there is much more than he expected. They got a dedicated Remote Staff, a supervisor to keep track of quality of the output and a manager as SPOC for all the communication regarding suggestions or concerns at Fusion, unlike other companies they tried.

Client chose to continue the services of Fusion over all other companies he tried and this has resulted in many new clients, pipeline of sales ready prospect's and above all a perfect helping hand for their Pre-Sales marketing efforts.





## CONTACT US



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