



CALLING VS CONNECTION

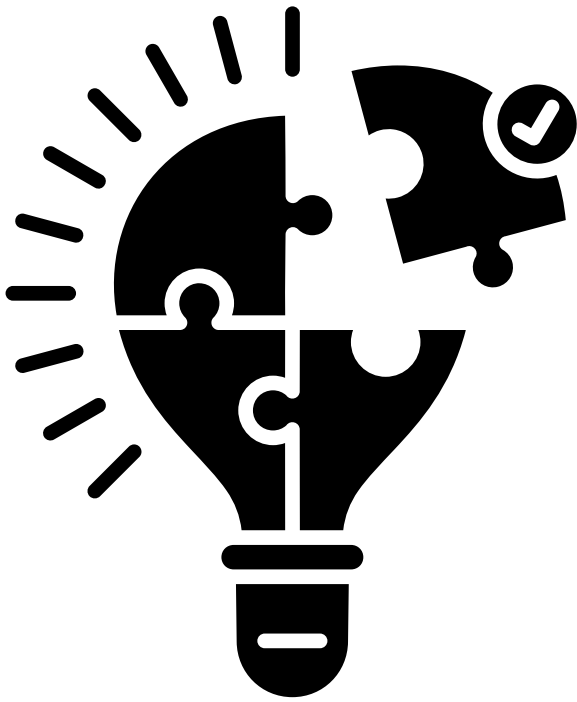
A CASE STUDY

which is a better prospect for business?

ORGANISED BY

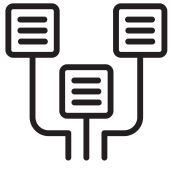


Devs Core



TL;DR

To acquire more clients in our portfolio we primarily used two types of strategies: calling and connections. With the data from our activities, we measured that calling costs less and takes less time but only has a success rate of 0.3% while connections, albeit more expensive, is successful for 52.2% of the time.



SCENARIO

In the pursuit to attain new customers, Devs Core used two methods: calling and connection, to promote their services. Calling refers to the activity of generating possible leads and conveying a sales solicitation. On the contrary, connection concerns with potential clients sourced from personal affiliations mostly. Of the two, connection was more expensive but had a huge success rate.



APPROACH

CALLING

Calling was a more formal approach between the two. A general script was prepared to conduct calls to prospective clients which took nearly two hours to complete. An in-house research analyst generated potential leads for our contact agents. It took nearly twelve hours to produce hundred leads.

Three calls were made to each customer. First was a cold call proceeded by another asking for a meeting and finally one inquiring for an update.



Script Making



Lead Generation



Cold Call

Meeting

Update

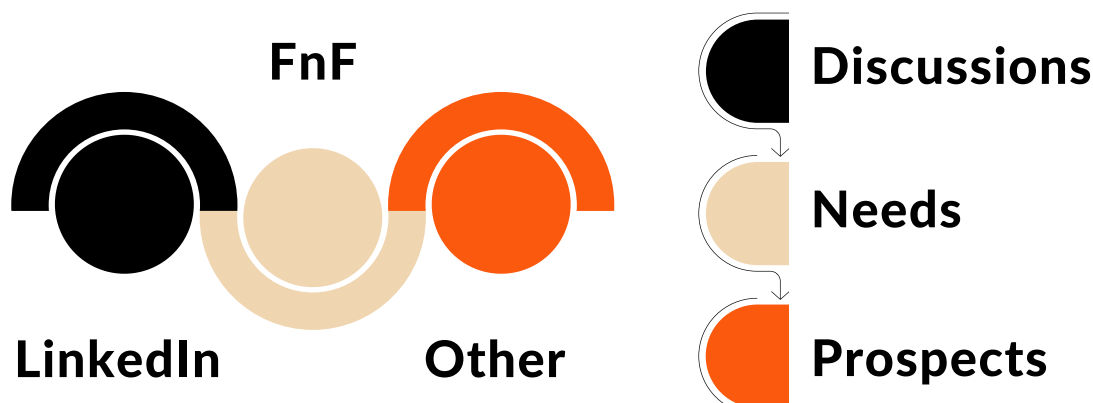


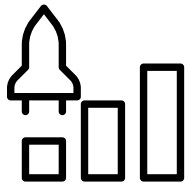
APPROACH

CONNECTION

In the case of connections, clients were identified mainly through LinkedIn, family and friends and other informal personal associations.

Each of the connections were contacted initially over phone and later by face-to-face meeting. Every encounter with our potential consumer comprised of discussion on business, their requirements and how we can help each other prosper.





Cost **VS** Conversion

CALLING

25

taka/day
on average

making 160-240 calls
on average every day

2:25

mins/call
on average

Least: 15 secs
Highest: 4:30 minutes

» **CONVERSION** «

01

out of 300 calls



Cost **VS** Conversion

CONNECTION

1200

taka/meeting
on average

transportation cost:
Tk. 200-1000
Lunch Expense:
Tk. 400-1000

1:45

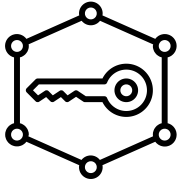
hours/meeting
on average

Least: 45 minutes
Highest: 3 hours

» **CONVERSION** «

12

out of 23 connections



FACTORS OF A SUCCESSFUL INTERACTION

First 15 seconds are crucial in a call

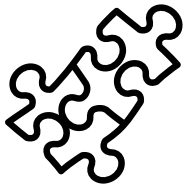


First impression is the most important in a meeting

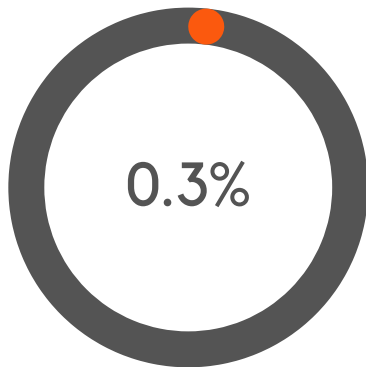
The biggest factor in a successful interaction, whether it is over call or through a connection, is the genuine intention behind it.

The goal is to not sell the product. It is to intrigue the customer and make them appreciate the value of our services on their own.

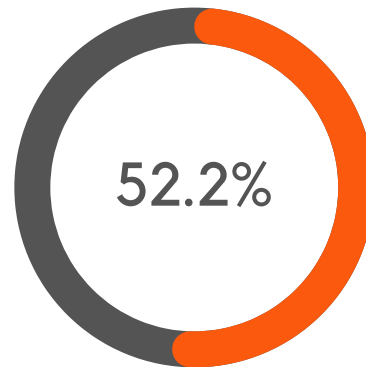
When a genuine understanding was established, the prospective clients wanted to see the project proposal, in both the cases.



CONCLUSION



1 out of 300
calls



12 out of 23
connections

Once the script is ready and leads are generated, calling is effortless and inexpensive. However, it is very ineffective.

Connection, in contrast, is an expensive ordeal throughout. But it brings solid business into the company more often than not. It's exorbitant yet effective.

Hence, **connection** is the prospective way to obtain more clients.