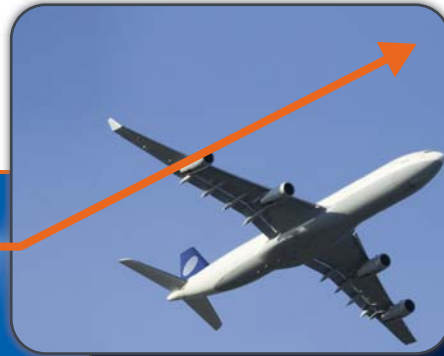


The Lead Dogs

▶ Case Study



The Lead Dogs Help DayJet Get Off the Ground by Converting Inquiries into Qualified Buyers

Highlights

The Lead Dogs helped DayJet build its membership base to more than 2,400 travelers by:

- ▶ Conducting targeted outreach to stimulate demand.
- ▶ Contacting and qualifying daily inbound inquiries to keep Sales focused on closing business.
- ▶ Testing new messages and offers to help DayJet improve marketing ROI.
- ▶ Representing DayJet in a knowledgeable and professional way to build consumer trust.
- ▶ Recruiting high value prospects to attend Sales events.
- ▶ Providing real-time visibility into results to help DayJet manage pipeline and cash flow.

“The Lead Dogs were a powerful tool in maximizing the value of our marketing responses. We saw a more than 40% lead-to-sale conversion rate on the leads they qualified for us.”

Sinam Al-Khafaji

Marketing and GIS Operations

DayJet

The Lead Dogs

DayJet Case Study



Challenge

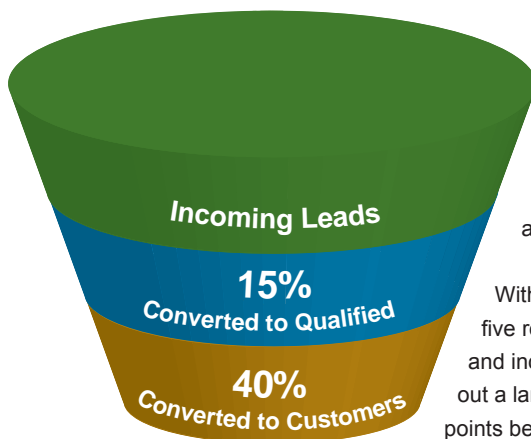
Early stage companies often face significant hurdles achieving aggressive growth objectives with limited funding. This is especially true in the air transportation industry where millions of dollars must be invested in a fleet of expensive jets and costly operational systems. This leaves very little budget for the marketing programs needed to quickly build a customer base.

DayJet faced these challenges and more as the company launched in 2007. With no recognizable brand name and a new type of “per-seat, on-demand” air travel service, the company needed a way to:

- ▶ educate the market and communicate the value of a new type of service to the business traveler;
- ▶ focus only on business travelers with the highest propensity to become members;
- ▶ differentiate their company from other transportation providers;
- ▶ and inspire confidence by presenting a professional and knowledgeable image to prospects.

Taking Inside Sales Outside For Big Results

Sinam Al-Khafaji, who drove marketing ROI for DayJet, led the team tasked with delivering on these bold objectives. He sums up the situation nicely explaining: “We had very aggressive start-up objectives and it was obvious that we needed a strong partner who we could trust to accomplish it all within our budget. We evaluated The Lead Dogs against three other vendors and made what turned out to be a very wise decision. We selected The Lead Dogs because we felt they fully understood what we were trying to do and would be flexible enough to work well within the dynamic nature of our startup environment.”



With no time to lose in the race to fill DayJet’s sales pipeline, The Lead Dogs began conducting targeted outbound outreach to purchased lists, as well as qualifying all leads generated by the company’s marketing activities. As DayJet’s management team became more confident in the abilities of The Lead Dogs team, the relationship broadened to include the all important task of processing inbound inquiries by educating, qualifying, and nurturing them to convert suspects into qualified buyers.

With The Lead Dogs tight processes and automated systems, a small team of five representatives was able to quickly process a very high volume of inquiries and increase cold call conversion rates without the time and expense of building out a large call center. The Lead Dogs took each prospect through five qualification points before passing along qualified leads to DayJet’s Sales team to close.

“We were seeing as many as 40 unqualified inquiries a day with approximately 1 out of 4 meeting our qualification criteria. The Lead Dogs did the hard work of qualifying the prospects and providing us with only the highest value opportunities so I didn’t have to bother the Sales team with the 75% that weren’t qualified,” said Al-Khafaji.

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“The Lead Dogs were able to convert about 15% of overall leads into qualified leads. But, even better, the leads qualified and nurtured by The Lead Dogs had conversation rate of over 40%.”
Sinam Al-Khafaji
Marketing and GIS Operations
DayJet

The Lead Dogs covered the entire qualification process providing Sales with warm, actionable buyers and increasing DayJet’s conversion rates. “The Lead Dogs were able to convert about 15% of overall leads into qualified leads. But, even better, the leads qualified and nurtured by The Lead Dogs had conversation rate of over 40%,” reports Al-Khafaji. “With almost one out of every two leads converting into a customer, our Sales team never ignored our leads. They focused on The Lead Dogs qualified leads first.”

In addition, The Lead Dogs evolved into DayJet’s Inside Sales team helping the company generate demand and sign on more customers with these three key services:

- ▶ contacting and qualifying leads Marketing programs
- ▶ qualifying high volume inbound inquiries
- ▶ conducting outbound calling to recruit attendees for VIP sales events

Staying On Track with The Lead Dogs

Over the course of almost two years of working together, The Lead Dogs qualified more than 70,000 prospects generating 2282 qualified leads. This enabled DayJet to build its membership base to more than 2,400 regional travelers flying over 9,000 segments totaling more than one million miles.

In the air transportation business, companies must be very data-driven, and DayJet was no different. They found The Lead Dogs shared that focus on metrics. The tracking and real-time reporting provided by The Lead Dogs helped DayJet stay agile giving them the instant insight into results they needed to plan, evaluate and take action on Marketing strategies, messages and offers, and carefully manage cash flow. With nightly deliverables of qualified leads from The Lead Dogs, DayJet was able to keep Sales focused on selling and their finger on the pulse of Marketing programs.

The Lead Dogs commitment to the DayJet project went well beyond the typical client-vendor relationship. With the information The Lead Dogs team gathered during conversations with members of DayJet’s target audiences, they were able to advise DayJet’s marketing and sales teams on ways to attract new customers. And, despite different time zones and thousands of miles between the two companies, distance was never an issue.

Al-Khafaji explains: “The Lead Dogs felt like an extension of our own team. They were ultra-responsive, getting back to us immediately with answers to our questions and providing us with real-time insight into results. Because of our tight relationship and The Lead Dogs feedback systems, we were able to experiment with messaging and sales techniques, and measure their effectiveness to steadily increase Marketing ROI. They were a powerful tool in maximizing the value of our marketing responses.”

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Marketing and GIS Operations
DayJet*

About DayJet

DayJet launched the world's first "Per-Seat, On-Demand" jet service to provide direct, on-demand air transportation between secondary regional markets using very light jet aircraft. More than 2,400 regional travelers have flown over 9,000 segments totaling more than one million miles with DayJet.

About Lead Dogs

The Lead Dogs is a lead development company working with today's top business to business sales and marketing professionals to drive revenue by finding, developing and closing deals. Established in 1994, The Lead Dogs has built a solid reputation as the leader in demand generation and sales development for complex sales. The company's continued success is a result of their experienced and professional team and their proprietary and proven approach to building strong relationships with prospective buyers, staying tightly aligned with clients' needs and providing transparent visibility into results.

More Information

For more information on The Lead Dogs and our full range of services, visit www.leaddogs.com or contact a representative at (800) 710-2926 or info@leaddogs.com.