

# “WHAT OUR CUSTOMERS HAVE TO SAY

## THE CHALLENGE

What was the challenge at hand before working with us & how did that make you feel?

“We had been in business for years and had many word-of-mouth leads, but they were not the quality of clients that would help us achieve our goals. When we tried marketing or sales efforts on our own, we got little or no return. When we tried to work with marketing or lead generation services, we either got no results or were told that we were too small to be worth their time. **We needed a source of reliable high-quality leads.**”

## THE GOAL

What were the goals & expectations going into your campaign? Were you skeptical at all?

“**Help us make contacts with power partners that would help us generate high-quality leads consistently.** We get our best leads from other accounting professionals, so we needed to make contact with tax CPAs who will appreciate the quality of our work and recognize the benefits of being referral partners. We also wanted leads with business owners.”

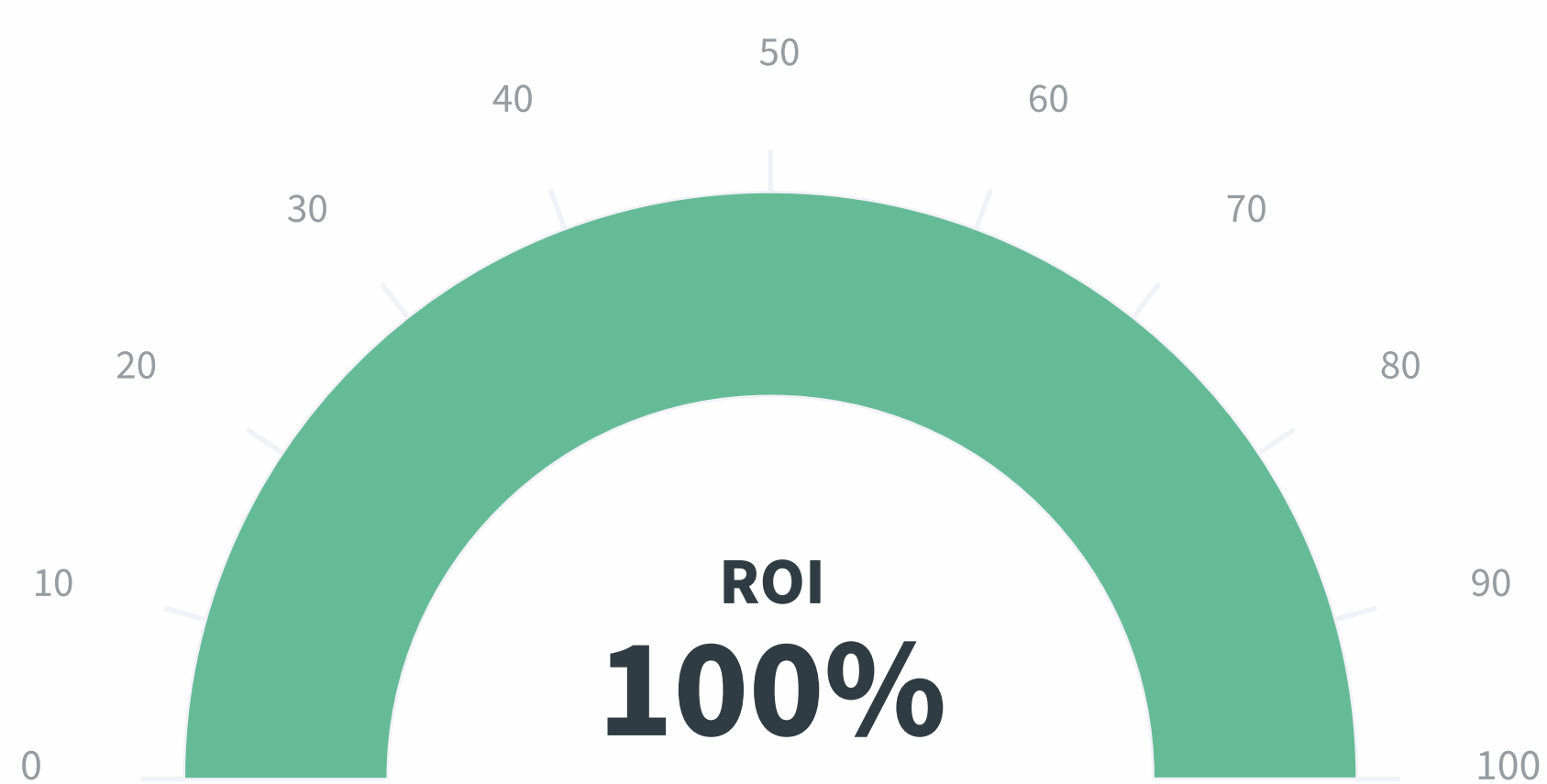
## THE RESULTS

How long did it take to win your first client? How many clients did you sign? What kind of projects were they? What is the expected lifetime value of a client?

“We started getting quality leads immediately. The first couple of months **we received several leads within our ideal client profile. We were able to sign a few clients immediately.** The impressive results inspired us to rethink our goals and become more ambitious in our guidelines. We changed our focus to long-term referral partners while we reorganized our team to handle the higher volume and higher quality clientele.”

## THE RETURN ON INVESTMENT

“100%...with much more to come...The results in direct client leads and projects have easily covered the cost of the marketing efforts to date. Additionally, over the last year working with Sales Squared, we established relationships with 30+ tax accountants who are excited to connect us with our ideal clients. This potential for on-going business referrals is too large to quantify.”



## TESTIMONIAL

“I am so thankful that Sales Squared contacted us. They have an amazing talent for connecting business owners with the people who need their service. I was wary about starting with them after I had so many failures with other companies and my own efforts, but I am glad I pressed through the initial fear to create this amazing partnership we have with them. This has changed everything for us.”



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