



CASE STUDY

DRIVING ERP SALES GROWTH FOR CROSS-COUNTRY CONSULTING



THE CHALLENGE:

CrossCountry Consulting faced challenges in consistently generating and converting high-quality leads for their NetSuite software and consulting services. They needed a reliable partner to enhance their lead generation strategies and contribute to a steady growth in their sales pipeline.

338

Total Leads Generated

102

Qualified Deals

20

Closed-Won Companies

THE SOLUTION:

SmithDigital implemented a comprehensive growth strategy, optimizing their website for improved conversions, integrating visitor analytics tools (such as LeadFeeder, RB2B, and ZoomInfo), and providing turnkey BDR services. Additionally, SmithDigital supported their sales team with chat-based lead engagement, pipeline management, and deal registration assistance. A multi-faceted outreach strategy—including email deliverability, intent signal analysis, and multi-channel engagement—ensured a steady flow of high-quality leads, helping CrossCountry Consulting drive more opportunities and close more deals.

THE RESULTS

The collaboration between CrossCountry Consulting and SmithDigital yielded impressive results. Over a span of 18 months, SmithDigital generated 338 leads, with a conversion rate of approximately 20%. This effort led to 102 qualified deals and 20 closed-won companies, driving significant business growth and measurable success for the client. The strategic approach taken by SmithDigital not only increased the volume of leads but also significantly improved lead quality and conversion rates. The success of this partnership underscored the value of SmithDigital's expertise in driving sales growth for CrossCountry Consulting.

"SmithDigital's expertise in lead generation and sales support has had a measurable impact on our pipeline. Their strategic approach and hands-on execution have significantly contributed to our revenue growth."

-Sales Leadership CrossCountry Consulting