

CASE STUDY: B2B Translation Services Company

PARTNER OVERVIEW

This client is a certified translation provider, offering language translation services for various businesses across the United States. These services include interpretation for foreign employees, customers, and talent prospects, translation for documents, advertising, and other materials, and language consulting. They offer services for over 130 languages from over 600 employees.



GROWTH HURDLE

Leadership has been tasked with introducing a few new services to new industries in the United States. They were looking for someone to help connect the dots and build out a systematic outreach campaign that would ramp up their sales qualified conversations; helping to validate their product in new markets while also filling their sales pipeline.



OUR SOLUTION

Ready Set Grow mapped out, designed, and executed an outreach campaign that ensured our client and their sales division were positioning themselves in front of prospects with the right message, to the right person, at the right frequency.



OUR RESULTS In less than three months

66 Sales-qualified conversations generated in 60 days

