

Client: Nectar



Nectar is an award-winning product development company specializing in medical devices, cleantech, industrial products and consumer products. Based in southern California, we have been helping clients create products that connect them more profoundly to their users and expand their markets for two decades. Our comprehensive, interdisciplinary product design and development process combines industrial design, mechanical engineering and brand management.

Background

This Good Leads client provides product design and engineering expertise to companies in the medical devices, alternative energy, and consumer products industries. Their specialty is in adapting the user interface for electronic devices, making these products more effective for the end user yet driving out costs related to the manufacture of these items. A vibrant and creative corporate culture based in Southern California, the company's focus is on western US entities, both large and small.

The Challenge

This talented and successful project-oriented company is filled with individuals who want to devote their time solving engineering problems and designing better ways to utilize electronic device technologies. They recognize that they are not best suited for the process of cold-calling and prospecting for leads. But, how do they build an ongoing book of business when it is project oriented by nature? At some point, they need to acquire the next project before completing their current ones to keep revenue going and growing.

The Solution

The principals of this Good Leads client made the decision they wanted to outsource the effort. They had hired inside people, employed engineering school interns, and had made calls themselves, but all options fell short of their goals. What was successful was not sustainable, so Good Leads provided the solution. We have calling resources experienced in communicating with engineers, research and development and operational leaders in the medical devices and customer electronics industries. This experience is crucial in being able to establish rapport with potential business, since these prospect individuals are suspicious of being approached by someone with the lack of technical acumen. Good Leads also set up a regular effort to develop new targets, scanning the venture capitalist world for organizations that need engineering help.



The Results

The initial four month pilot has grown into a long term engagement with Good Leads. We have more than doubled the original list of targets and developed new relationships with individuals who are also living in a project oriented workplace. When a project arises, they now know who to call for help. One lead has sold and two leads are expecting an imminent sale. What's more, this Good Leads client has confidence that business development for future projects is ongoing.