

ABM Desk provides quality call center solutions that achieve sales results. We exist because the world is driven by sales. We deliver exceptional results because our company culture is vibrant and alive. We offer the solutions and services to make the most of your contact center dollars. We specialize in B2B Outbound Marketing, B2C Outbound Marketing, & Inbound Customer Service.

A photograph of a woman with long dark hair sitting in a dental chair, smiling slightly. The background is a bright, clean dental office with windows and dental equipment.

## CASE STUDY

## Outbound B2B Sales

## Medical & Pharmaceuticals

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Products per sale:  
150% of goal

## THE COMPANY

Tokuyama Dental is an award-winning Japanese manufacturer that is recognized for its quality and reliability. They are characterized by cutting-edge technology and developing specialty products that improve daily life. Their constant pursuit of excellence and innovation thrives from a strong link between the company and visionary Dental Professionals who shape the future of dentistry.

When Tokuyama launched its revolutionary Omnichroma product, ABM built a call center team to contact dental offices that were previously sent a sample of the product, to collect product feedback and provide options for purchase through their existing distributor relationships. Not only has the ABM team far exceeded Omnichroma sales goals, we also increased sales on other Tokuyama products through upsell/cross-selling initiatives.

# THE CHALLENGE

The company had 2 challenges:

01

Gathering Customer Feedback after Sample Delivery

02

Expedition of Sales after Sample Delivery



## THE SOLUTION

Some of the critical components of our Outbound Professional Sales Solution include:

- ABM Desk worked with Tokuyama to develop a regular cadence of file delivery, so that initial calls could be placed to sample requesters within the first week of delivery. Not only were we able to confirm receipt of the sample, our calls encouraged immediate product use, thus shortening the sales cycle - WITHOUT disrupting distributor relationships.
- Built an escalation path for customers who hadn't received the samples requested which assisted with increased go-to-market exposure.
- Incorporated additional product upsell/cross-sell options into the sales strategy, thereby increasing revenue per sale.
- Developed customized sales outreach cadences for specific audiences - i.e. samples requested via trade show attendance vs. mail/email marketing

## CUSTOMER FEEDBACK



## THE RESULTS

1,750 +

Survey Responses

10% +

Conversion Rate

200%

of New Customer Sales Goal

150%

of Products Per Sale Goal



ABM Desk achieved sales goals with overall positive client feedback. The team delivered quality results as well as valuable insights about how to improve processes. Their investment in the project and willingness to go above and beyond stood out. Overall, they were great business partners, not just a great vendor.

— Product Manager



## A LITTLE ABOUT US...

### Industry Experts

We have a team of experts with specific expertise in various disciplines of the customer service call center industry. Each team member strives to give our clients the best possible experience.

### Winning Culture

Our team hates losing even more than we love winning, which creates an environment that is motivated to drive performance and make sure our clients are successful.

### We'll Call It

We staff the program, we handle the calls, emails, chats and SMS texts, we manage performance, we report on it and we make it successful.

### Proven Experience

Our team is deeply rooted in the industry. Drawing from a minimum of 10 years of experience, we have the know-how to help our clients succeed.

## Results

We take pride in working hard and smart. We pair creativity and proven strategies from years of experience to help our clients exceed their goals.

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