

Case History Gift Baskets

Background

Sending a gift basket to a client, vendor or employee is a nice, and very personalized, way to say “thank you.” With good service by the gift basket company, it takes virtually no effort on the part of the customer to generate a lot of good will. Consequently, it’s also a business with good margins, and relatively low start-up costs.

The Problem

The challenge for gift basket companies, however, many of which are small, entrepreneurial ventures, is that finding new business is time-consuming. If you’re looking for new business, you can’t be filling orders; but if you’re filling orders, you can’t be calling for new business. As a result, either the business stagnates, or service suffers.

The Solution

For several gift basket companies, JV/M provided a cost effective way to break out of the trap: professional outsourced B2B telemarketing. To start, JV/M understands that the key decision maker is often the Executive Assistant the to President of the company. JV/M also knows how to get past gatekeepers, and get you in the door so you can “show your stuff,” and generate orders.

The Results

JV/M has done nearly a dozen campaigns for gift basket companies. One generated 59 leads in only 65 hours of calling, and another generated 45 leads in 80 hours - a typical cost-per-lead of less than \$80. More importantly, the close rates were in excess of 75%, with significant ongoing business, enabling the gift basket companies to achieve their annual growth and profitability goals with only one or two campaigns.