



## CASE STUDY

# MAXIMIZING SALES AND DRIVING POTENTIAL FOR MILLIONS IN ADDITIONAL REVENUE WITH QSIGHT PROSPECTOR



## KEY FACTS

- 1,000 LEADS TARGETED**  
Qsight Prospector enabled the strategic targeting of 1,000 new leads across 8 reps.
- 17% CONVERSION RATE**  
14 new accounts were closed in just 8 weeks, showcasing strong sales potential.
- 916 UNTAPPED LEADS**  
With 84 contacted, the majority of leads still offer significant growth opportunities.
- SUSTAINED SALES MOMENTUM**  
The current pace could support consistent quota achievement for 18 months.
- HIGH REVENUE POTENTIAL**  
Early wins indicate a path to millions in additional revenue from scaling this strategy.
- MAXIMIZE CONTACT RATES**  
Boosting outreach efforts can drive even higher conversion and revenue growth.

## CHALLENGE

A regional manager at a leading medical aesthetic neurotoxin manufacturer needed a way to empower the sales team to consistently hit quotas and discover untapped market opportunities. The goal was to drive sustainable revenue growth and maximize the sales potential of the team.

## SOLUTION

The regional manager leveraged Qsight Prospector to source and filter 1,000 net new leads, strategically distributing them to 8 local sales representatives. The initiative aimed to close new accounts and identify long-term growth opportunities during an 8-week pilot period.

## RESULTS

- Lead Engagement:** 84 out of 1,000 leads were contacted within the 8-week period, representing **8.4% of the total leads**.
- Account Closures:** 14 new accounts were successfully closed, translating to a **17% conversion rate** among contacted leads.
- Revenue Impact:** The pilot generated **\$47,000 in sales from just 2 accounts**, suggesting a substantial revenue opportunity as more leads are engaged.
- Rep Performance:** Each sales rep averaged **1 new account closure per month**, highlighting consistent performance across the team.

## MAXIMIZING OPPORTUNITY

- Unlocking Revenue from Untapped Leads:** With **916 uncontacted leads** still available, applying the **17% conversion rate** to the remaining leads could potentially yield around **19 more account closures**.
- Long-Term Sales Momentum:** At the current pace, the sales team can maintain a steady flow of new business for **18 months**, ensuring consistent quota achievement.
- Significant Revenue Upside:** The initial sales figures indicate a potential path to **millions in additional revenue** if the strategy is scaled across all leads.
- Opportunity to Enhance Contact Rates:** Improving contact strategies to reach more than the current **8.4% of leads** could dramatically increase the number of closed accounts and overall sales.

## CONCLUSION

The case study demonstrates how **Qsight Prospector** empowered a sales team to unlock hidden growth potential and drive substantial revenue gains. By refining lead engagement strategies and scaling successful practices, the team can achieve ongoing sales growth and consistently meet quotas, translating data-driven insights into millions in revenue.

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