

The €300K Revenue Breakthrough: How Multi-Channel ABM Propelled Inhalation Sciences' Sales Performance



“Callbox is very result-oriented and was able to generate numerous leads in a stable pattern for a long period, over one year. They are dedicated and flexible, and they are really champions in exploiting all sales channels, particularly in LinkedIn. **-Paolo Raffaelli, Director of Sales**

”

THE CLIENT

 CAMPAIGN TYPE	 INDUSTRY	 LOCATION	 HEADQUARTERS
Lead Generation & Appointment Setting	Life Sciences	Sweden	Huddinge, Sweden

ABOUT

At the forefront of lab tech innovation, Inhalation Sciences is revolutionizing the inhalation research landscape. The company excels in designing and marketing patented apparatus that meticulously examines pulmonary dynamics. Their transformative technology not only provides in-depth insights into the impact of pollutants but also fosters the evaluation of life-saving medications.

It also builds strategic partnerships with scientists, embarking on a shared journey to devise inventive experiments and unravel complex data. The organization catalyzes significant advancements in pollution management and inhalation therapies.

TARGET LOCATION

US-wide

TARGET INDUSTRIES

- Pharmaceutical companies, large and small, generic drugs and developing own branded drugs, with inhalation drugs in R&D
- CROs (Contract Research Organizations) working on preclinical and inhalation R&D
- Universities with pharmacology departments, working on inhalation R&D

TARGET CONTACTS

VP/Director - R&D, VP/Director/Manager - Inhalation R&D, VP/Director - Early Respiratory,
VP/Director/Manager - Respiratory, Scientist, Senior Scientist, Principal Scientist, etc.

THE CHALLENGE

Inhalation Sciences, lacking a strategic partner, faced difficulty in establishing a strong market presence and harnessing untapped growth opportunities. Their bid to fortify their standing as an industry pioneer was stifled due to the lack of an efficient lead generation mechanism, and the inability to reach potential collaborations effectively.

Recognizing the crucial need for a strategic alliance, Inhalation Sciences set out to find a partner proficient in lead generation and multi-channel engagement. Their goal was to identify a collaborator capable of amplifying their outreach, capturing the potential market, and ultimately, solidifying their industry foothold.

CALL

USA +1 888.810.7464
UK +44 207.442.5066
AUSTRALIA +61 2 9037 2248
COLOMBIA +57 601 508 4456

NEW ZEALAND +64 9.9143122
SINGAPORE +65 3159.1112
MALAYSIA +60 3.9212.5776
HONG KONG +852 3.6786708

EMAIL

info@callboxinc.com
sales@callboxinc.com



THE CALLBOX SOLUTION

Callbox executed a comprehensive Lead Generation & Appointment Setting campaign which consisted of:

- Account-Based Multi-Channel Lead Management, leveraging Voice, Email, Chat, Web, Social Media, and Webinar.
- Sales Enablement & Support, including Product Training, Account Setup, and Back-office Sales Support.
- Access to cutting-edge Tools & Subscriptions for the Callbox Pipeline and HubSpot CRM.
- Strategic Account Management, incorporating Strategy Building, Reporting, and Product Knowledge.

THE GOALS

The Callbox team was tasked to:

- Execute a multi-channel campaign focused on promoting Inhalation Sciences’ equipment and research services to a wide audience of potential customers.
- Uncover prospect needs and opportunities through insightful discovery calls. Screen them further with additional qualifying requirements
- Schedule meetings with interested prospects, connecting them with Inhalation Sciences’ sales representatives.

The campaign unfolded in three pivotal steps:



Account Research and Selection

1. In collaboration with Inhalation Sciences, Callbox employed an AI-generated Ideal Customer Profile (ICP) to precisely identify the Client’s target accounts.
2. Inhalation Sciences also provided specific criteria such as industries, annual revenues, employee size, and technology usage to pinpoint its best-fit accounts.
3. Callbox compiled a list of potential target accounts, subject to Inhalation Sciences’ approval.



Account and Prospect Profiling

1. Inhalation Sciences furnished detailed buyer persona profiles to engage prospects effectively in the outbound campaign, encompassing thorough demographic and firmographic descriptions.
2. The campaign primarily targeted key roles such as VP/Director R&D, Inhalation R&D VP/Director/ Manager, VP/Director Early Respiratory, VP/Director/Manager Respiratory, Scientist, Senior Scientist, and Principal Scientist.
3. The master contact list was segmented based on these buyer personas and further categorized by industry, business size, and technology usage.



AI-Powered Multi-touch, Multi-channel Outreach

The Callbox team introduced a unique lead nurturing approach, tailoring their messaging to align with different decision-maker groups.

Using an AI-driven system, they formulated lead nurture routes that combined phone, email, web, and LinkedIn touchpoints, set within a dynamic outreach cadence.

Through Callbox’s in-house CRM solution, Smart Engage, every outreach initiative was seamlessly managed, ensuring Inhalation Sciences remained informed about the campaign’s advancements.

CALL

USA	+1 888.810.7464
UK	+44 207.442.5066
AUSTRALIA	+61 2 9037 2248
COLOMBIA	+57 601 508 4456

NEW ZEALAND	+64 9.9143122
SINGAPORE	+65 3159.1112
MALAYSIA	+60 3.9212.5776
HONG KONG	+852 3.6786708

EMAIL

info@callboxinc.com
sales@callboxinc.com



THE RESULTS

RESULTS WITHIN 6 MONTHS

 75
Sales
Appointments

 94
Webinar
Registrants

 1,934
Social Media
Connections

In six months, the client witnessed remarkable outcomes with 75 Sales Appointments, 94 Webinar Registrants, and 1,934 Social Media Connections. Such accomplishments catalyzed revenues beyond €300,000, creating a new milestone of success in the industry.

Inhalation Sciences’ Chief Commercial Officer, Paolo, lauded the Callbox team’s approachable demeanor, openness to feedback, and adaptability. The agile project management style facilitated by Callbox enabled Paolo to flexibly schedule and modify prospect appointments according to shifting needs.



As a Chief Commercial Officer, I highly recommend Callbox for lead generation services. We have been using their services since 2022 and have been consistently impressed with their results. Callbox is incredibly result-oriented and has generated numerous leads for us in a stable pattern for over one year. They are dedicated and flexible, always finding new and innovative ways to exploit all sales channels, particularly LinkedIn. Their expertise and experience in this area have made them champions in the industry. We highly recommend Callbox to any company looking to increase their sales pipeline and revenue.



The collaboration continues to yield excellent outcomes, demonstrating superior lead generation, adept appointment setting, and significant sales growth. Callbox’s unwavering commitment, adaptability, and proficiency across various marketing channels have made it an indispensable partner for Inhalation Sciences.

CALL

USA +1 888.810.7464
UK +44 207.442.5066
AUSTRALIA +61 2 9037 2248
COLOMBIA +57 601 508 4456

NEW ZEALAND +64 9.9143122
SINGAPORE +65 3159.1112
MALAYSIA +60 3.9212.5776
HONG KONG +852 3.6786708

EMAIL

info@callboxinc.com
sales@callboxinc.com

