

Expanding Financial Accounting Services Internationally



OVERVIEW

Our client, a prominent provider of financial accounting and outsourced CFO services in India, aimed to extend their business reach by forging partnerships with financial accounting firms in Europe and the USA. They sought our expertise to connect with potential partners and explore new business avenues in these regions.

Client Industry: Financial Accounting & CFO Services

Size: Small sized

Challenge: Limited international presence.

Objectives: To establish partnerships with accounting firms in Europe and the USA to expand business operations.

APPROACH

The first step was to define an ideal customer profile based on our client's extensive experience in the financial sector.

As a next step we ran a 3-month pilot project to engage with prospective partners, to gather insights into the specific challenges and needs of these companies. These insights were instrumental in crafting a compelling value proposition tailored to meet the nuanced needs of European and American financial firms.

Subsequently, we developed targeted messaging sequences designed to communicate this value proposition effectively, facilitating meaningful connections with the right companies.

Strategy Used:

- Ideal customer profiling, pilot engagement project
- tailored value propositions, targeted messaging sequences.
- Automated Messaging outreach

Challenges & Solutions: Initially, there was a challenge in establishing trust with international prospects. This was overcome by leveraging case studies and testimonials that demonstrated our client's capability and integrity.

RESULT

Our systematic and strategic approach resulted in generating 110 warm leads over 6 months, leading to 37 high-value meetings. This robust engagement pipeline enabled our client to secure a few long-term contracts with major accounting firms, significantly boosting their international market presence.

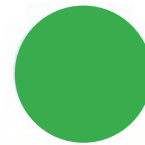
Key Outcomes: Successful entry into the European and American markets.

Client Impact: Enhanced international visibility and new recurring revenue streams from long-term contracts.

RESULT



110
Warm Leads



37
Meetings Setup



17
Sales Qualified

DURATION



6 Months Plus
3 Months pilot

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