

Client: **Genesis Financial Services Fund**

Industry: **Commercial Lending**

Challenge:

Genesis Financial Services is a private mezzanine fund that assists companies in their efforts to recapitalize and complete management buyouts or realize imminent growth opportunities. They were looking to implement a call campaign for lead generation purposes. As a smaller company, they needed calling agents who would represent Genesis Financial in a way that would promote growth, increase exposure to prospects, and secure qualified appointments without consuming the business development team's valuable time.

Solution:

Ed Sondker, Managing Director and Co-Founder of Genesis Financial Services Fund, was so intrigued when he received a Business Development phone call from Advanced Business Calls', that he decided to have the company conduct lead generation campaigns for his organization. As the premier provider of quality lead generation and call center services, Advanced Business Calls could provide Genesis Financial with the cost-effective, efficient solution they wanted.

"We felt what Advanced Business Calls had to offer us, as a smaller company, was unique. We've had a great deal of positive feedback from the qualified prospects and appointments they secured for us. In fact, we've been so satisfied, we have been recommending Advanced Business Calls to other companies in our industry."

– Ed Sondker, Managing Director and Co-Founder, Genesis Financial Services Fund

Using a cohesive, integrated call campaign, Advanced Business Calls made initial contacts on behalf of Genesis Financial Services Fund in a way that presented them as a leading company in their field. Advanced Business Calls' experienced agents in the factoring industry dove in with a lead generation effort that created qualified leads and set appointments for Genesis. Those efforts allowed Genesis to concentrate on converting the qualified leads to customers more effectively and to focus on their core business instead of chasing down prospects on the phone.

Results:

Genesis Financial Services Fund saw immediate results from engaging Advanced Business Calls. Just a month after the partnership was formed, Advanced Business Calls secured more than 30 appointments with highly qualified, interested prospects, many of which Ed Sondker believes will lead to new deals in short order. The professionalism, attentiveness and exceptional follow-up by Advanced Business Calls' staff has improved Genesis Financial Services Fund's brand awareness in their target market, increased the company's sales pipeline, and continues to educate qualified parties as to why they should do business with Genesis. Genesis Financial Services Fund has been so pleased with the way Advanced Business Calls has handled their account, they've continued to recommend Advanced Business Calls to a number of their clients and prospects.

About Advanced Business Calls:

Operating a national call center based in Allen, Texas – just north of Dallas – Advanced Business Calls provides companies with an alternative to off-shore call center resources. The company offers a variety of call center services that make day-to-day business more productive, including custom lead generation and appointment setting campaigns, data validation/verification services, and more. With outstanding customer service and a state-of-the-art telecommunications infrastructure, Advanced Business Calls delivers the best call center services in America. For more information, visit www.advancedbusinesscalls.com or call **214.495.7042**.



Delivering Results with Every Dial.

1024 S. Greenville Avenue
Suite 160
Allen, TX 75002-3341
Phone: 214.495.7042
Fax: 214.495.7208

www.advancedbusinesscalls.com