



Richter10.2 Drives New Sales for Elauwit Networks

Challenge: Elauwit Networks was looking for new avenues to drive business for their sales team and reached out to Richter10.2 to make that happen. The core challenge was that they dealt with a niche type of commercial property and getting in front of the key person for those properties or finding those people was generally time consuming and difficult.

Solution: They decided to hire Richter10.2 to start our Cost Per Reach strategy which would include defining their exact target public to make a profile for finding the right clients and then using online methods to find that target public to develop interest and cultivate new business.

Result: Richter10.2 developed a short, punchy two minute video that clearly articulated who Elauwit is and what they do in order to help get the right attention and to be used in the Cost Per Reach strategy along with an 8 page simple elevator pitch PDF professionally written by our copywriters to communicate their value proposition. Richter10.2 then went on to create a clean introduction webpage (<http://elauwitintroduction.com>) that would be used to introduce the correct target public to Elauwit Networks. An Account Rep was assigned to the account to cultivate ideal prospects for Elauwit through various social media and internet media sites and the exact communication and message was worked out which would be communicated and sent out to the correct public in order to develop reaches. After 120 days from the date of starting the strategy, Elauwit reported that they had closed their first deal which, based on average sale values, resulted in a 5 to 6 digit income number for Elauwit. Further, two weeks after that date, the second sale was closed again for the same or comparable income number to Elauwit. ***Below are comments from our client.***

Find Out More:

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<http://richter10point2.com>

"FYI - The Reach we got from you in January, for a condo in Seattle – was authorized last week by the condo board to go to contract. The lawyers are reviewing the docs now. This will be our first close from a Reach. 120 days from start to end."

"These leads from last week are much more targeted reaches for us. Very, very good! I don't know what you've done, but I sure like it!"