

NURTURE YOUR PROSPECTS FROM START TO CLOSE

"I would definitely recommend Zymplify and believe I already have"

Case Study

Jon Williams, Strategic Proposals

Zymplify® | StrategicProposals



Strategic Proposals, a B2B proposal management consultancy, help other businesses improve their win rates. As a small to medium-sized business, Strategic Proposals did not have an internal marketing team, so enlisted the help of Zymplify.

The Problems:

The company's marketing was handled by different members of staff, each doing bits of marketing here and there.

There was no consistency to their campaigns and it was hard to keep track of spending and ROI. Prospects need to be targeted at specific times of the buyer's journey, Strategic Proposals didn't have the resources or insights to do this.

"We were quite inefficient without Zymplify, losing lots of business opportunities, and we had no central record-keeping system for all of our customer records or the right permissions for GDPR. "We also wanted to be a lot more proactive at driving inbound opportunities and we wanted a tool to help us do that." Jon Williams, MD, Strategic Proposals



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*Jon Williams, MD,
Strategic Proposals*

The Solution: “Using Zymplify’s platform, there’s much more clarity on ownership of opportunities, which has given us a clearer picture on what we have and haven’t followed up on.”

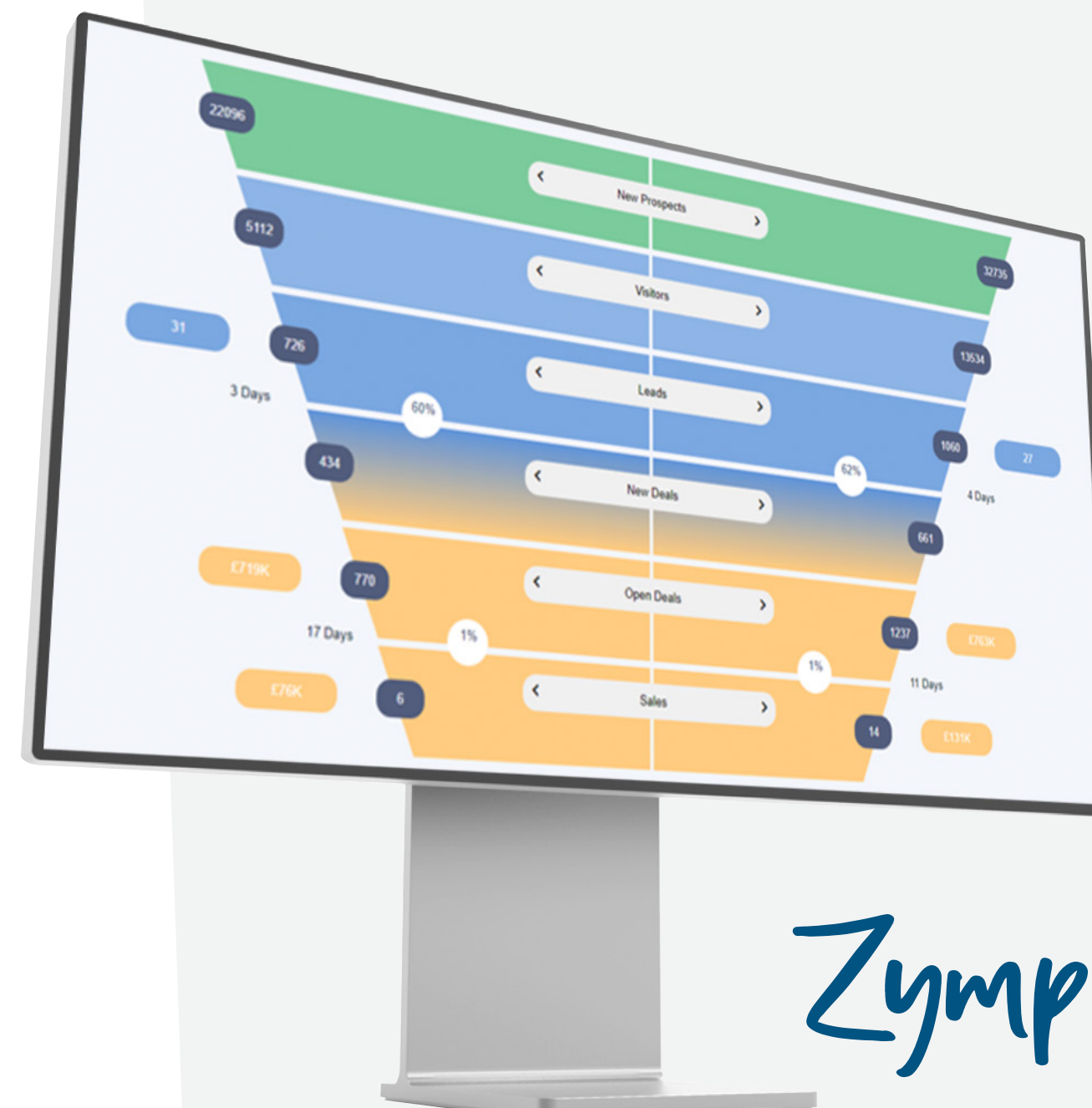
As Strategic Proposals are a sales-orientated and B2B company, Jon said that the feature they use the most is the deal pipeline, which has helped them keep track of prospects.



The Results - "We wanted to be a lot more proactive at driving inbound opportunities and we wanted a tool to help us do that."

Zymplify has helped Strategic Proposals manage their in-house marketing without having to recruit and full team. The results speak for themselves.

- 1 Being able to track and manage information clearly on one dashboard
- 2 Send out different types of campaigns, never possible before Zymplify
- 3 Driving inbound sales like never before



Zymplify®



"This is particularly helpful with tracking and managing information, as well as bringing clarity to customer lists. It's also started to allow us to do some different types of campaigns like outbound emails and capturing inbound responses."

Jon Williams, MD, Strategic Proposals

Interested?

If you want to see what Zymplify can do for your sales, start a conversation with one of our team today and get signed up for your free demo.

[BOOK A DEMO](#)



Zymplify provides powerful, yet simple, automated prospecting and lead qualification software to accelerate your revenue by turning strangers into customers within days.

Contact us today to
book a free demo
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