

## IT Services Success Story

How an IT services company generated 22 qualified CFO/CTO calls using targeted outreach and personalization.

Created by Global Digital Projects · [globaldigitalprojects.in](https://globaldigitalprojects.in)

**Book a call:** <https://calendly.com/mohdasif-digital/how-qualified-lead-works-for-agencies-growth>

## 1. Summary & Goal

**Why it matters:** We wanted more meetings with senior decision-makers (CFO/CTO). Target: 22 qualified calls in 6 weeks.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

- Goal in one line: keep it simple and measurable.
- Audience: who feels the pain now? Write 2–3 real examples.
- Message: one promise + one proof + one action.
- Channel: start with the easiest path you can repeat daily.
- Offer: remove risk; add a small win or sample.
- Tracking: use one sheet to log tests, results, next step.
- Next action: what can be shipped today in 30 minutes?

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## 2. Account Selection

**Why it matters:** Picked 120 firms with renewal/upgrade triggers and real contact names.

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### 3. Personalized Messaging

**Why it matters:** Each email used a one-line pain + relevant proof + tiny ask. No hype.

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## 4. Channel Mix

**Why it matters:** Email → call → LinkedIn. Always respectful; one new value in each follow-up.

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## 5. Results

**Why it matters:** 22 qualified CFO/CTO calls booked. 7 pilots. 3 multi-year contracts.

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## 6. Lessons

**Why it matters:** Short messages and simple offers worked best. Keep lists clean. Track every test.

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## Notes

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