

How Case Study Fox Helped Innovative IT Solutions Close \$100,000 in New Sales in Three Months

Case Study



Case Study Fox

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INNOVATIVE
— IT SOLUTIONS —

Industry

IT Asset Recovery, Recycling,
and Data Destruction

Location

Oklahoma City, Oklahoma

Services Provided

- Case Study Strategy
- Client Interview
- Case Study Copywriting
- PDF Design

The Company

Innovative IT Solutions

Innovative IT Solutions specializes in IT asset recovery, recycling, and data destruction. They help companies quickly and easily remove, sell, and recycle their IT hardware and assets — including the removal and destruction of vital business data that remains on the hardware.

Their comprehensive solutions have helped hundreds of companies in the Oklahoma City area to recycle their outdated hardware and systems while bolstering their bottom-line.

"Case Study Fox came to us with systems and processes in place that helped us to generate amazing testimonials and case studies from our clients. Their final draft was clean, professional, and conveyed our value to prospects extremely well. After our first three case studies, we came back for three more!"

-James Corbin, Founder & CEO,
Innovative IT Solutions

The Challenge

Arming Their Sales Team With Social Proof

As Innovative IT Solutions had grown, so had their sales team and the competition in their local area. Several competing companies had opened their doors within the last five years and were vying for their business.

James Colbin, Founder and CEO, knew that their most valuable asset was their experience. If their leads could see the tangible results that Innovative IT Solutions had been able to generate for their clients, they'd have an edge on the competition.

In their battle to maintain their local market share, there was nothing more powerful than testimonials and cases studies to help them build trust, attract leads, and close deals. Their competition hadn't taken the time to document their customer success stories or generate high-value testimonials — and certainly not with quantifiable metrics that proved their success.

To hold onto their share of their local asset removal market, Innovative It Solutions was going to have to move quickly to shore up sales collateral for their teams.

"We've worked with hundreds of companies over the years, but we only hand a handful of short testimonial quotes from our clients. We needed to provide more social proof up front in our sales process and put the results that we delivered on display."

James Corbin, Founder & CEO, Innovative IT Solutions

The Solution

Case Study Development

James was first recommended Case Study Fox by a colleague. Although he considered the price a bit steep, the fact that they had a well-defined strategy and delivered a polished finished product convinced James to give them a shot.

The Case Study Fox team learned everything that he could about Innovative IT Solutions and helped them to identify clients that would be a good fit for a case study. James asked if they were interested, then made a warm introduction to Ryan from Case Study Fox.

Ryan conducted interviews with James and three of their clients, wrote three case studies, handled the revision and approval process, and delivered three clean, professional PDF case studies that Innovative IT Systems could use to secure new business.

Throughout the process, James was kept in the loop. He received audio recordings of the interviews and was CC'd on all email threads. In the end, Innovative IT Solutions gained a powerful new sales asset that put their value on display.

"Case Study Fox took the time to understand our business and interactions with our clients. They built a narrative around those interactions that painted a picture for new prospects."

-James Corbin, Founder & CEO, Innovative IT Solutions

The Results

Closing \$100,000+ in Three Months

As soon as the three case studies were delivered, James integrated them into Innovative IT Solutions' sales processes. Their sales team experimented with delivering the case studies together, separately, and at different points throughout the sales process.

In less than three months, Innovative IT Systems had closed three new deals, worth more than \$100,000. The case studies that were developed played a key role in the process and have found a permanent home in their team's sales processes.

James and the Innovative IT Systems team understand the power of case studies, and have ordered three more. With detailed testimonials, they are in position to display their value and experience and hold onto their market share.

"If you want to improve sales conversations, there are few things more powerful than showing how you've helped similar companies. Case studies are by far the most effective tool that we've used for this. Case Study Fox's case studies are baked into our marketing and sales campaigns now. I would recommend them to any company struggling to show their value to prospects."

James Corbin, Founder & CEO, Innovative IT Solutions



Case Study Fox

**Are you leveraging
your customer
success stories? If
not, you should be.**

Case Study Fox provides complete customer success case study development services, from planning to finished product.

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