



**531**  
Total Days  
Engagement



Average  
Opportunities  
Per Week:  
**1**

Resource Level



**5**  
Days Per Week

## The Challenge

SpiralLinks has designed FocalReview® to simplify Compensation and Total Rewards for HR and Reward teams. With a deep understanding of compensation and performance management needs, they created a top-class compensation and performance management planning suite.

SpiralLinks' ambition and challenge was to get the FocalReview® message out to more companies, so they can help them in the same way they help their existing global clients. However, the complex nature of their services meant they struggled with identifying and building a qualified pipeline of opportunities within their target markets.

## How We Helped

Insight shows that on average across all sectors and products that it takes 5-12 points of contact to engage with senior level decision makers. Using our 'Selling at a Higher Level' methodology, Magic 35 Qualification Criteria and professionally persistent approach we targeted 10 different sectors across the UK & US. This enabled us to generate 102 opportunities over 531 days worked.



Selling at a  
Higher Level  
Methodology



*Opportunities Created*

## Most Successful Markets:



Construction  
& Engineering



Finance



Sport



Retail



Oil &  
Energy



Software