

cohd

exotto

# Cohd Consulting Case Study

- **Client**  
Haley Hansel
- **Niche**  
Business Consulting, Leadership
- **Year**  
2022
- **Website**  
<https://www.cohd.co>



3296  
Prospects



136  
Conversations



13  
Appointments

## Customer Story

Cohd works with organizations looking for a program that can provide leadership development for their team and recognizes that expanding their business also entails growing leaders. They introduce a comprehensive and effective toolset for leadership development in organizations, focusing on helping participants grasp these resources.

Cohd required assistance locating leads in the U.S. Their focus was to find leads who were CEOs, decision-makers, and financially stable.

Cohd saw significant growth through a data-driven strategy, personalized email marketing, extensive lead-generation techniques, and cooperative interaction after collaborating with Exotto.



In six weeks, EXOTTO helped Cohd Consulting to create a pipeline of continuous, compelling prospects.

## The Challenge

- ✓ Lead Generation for specific geographical location: Canada
- ✓ Target profitable businesses with 50-200 employees.
- ✓ Target organizations where employees work in a corporate setting as the programs are 100% remote.

## The Solution

- Targeted established businesses that are financially stable.
- Targeted CEOs, willing to give their employees back and help them grow.

## The Results

- 13 Appointments
- 136 Conversations
- Outreached 3296 Prospects