

cohd

&

exotto

COHD CONSULTING CASE STUDY



3296
Prospects



136
Conversations



13
Appointments

- **Client**
Haley Hansel
- **Niche**
Business Consulting, Leadership
- **Year**
2022
- **Website**
www.cohd.co

The Solution

Exotto's approach to lead generation was designed to address Cohd's specific needs. Our solution included:

- **Targeting Financially Stable Businesses:** We focused on businesses that had a proven track record of financial stability, ensuring they were in a position to invest in leadership development.
- **CEO Engagement:** By targeting CEOs and decision-makers, we ensured that our outreach was directed to individuals who understand the value of leadership development and are willing to invest in their teams' growth.
- **Tailored Outreach:** We customized our outreach strategy to align with the specific needs of Cohd's target audience, ensuring high-quality conversations and engagement with the right prospects.

The Results

- 13 Appointments
- 136 Conversations
- Outreached 3296 Prospectss

Customer Story

Cohd Consulting is a forward-thinking organization dedicated to providing comprehensive leadership development programs to businesses. Recognizing that business expansion requires the growth of strong leaders, they offer a toolset designed to help organizations foster leadership skills across their teams. Their mission is clear: to help businesses recognize the importance of leadership development in driving success, equipping participants with valuable resources for growth.

Cohd's goal was to connect with decision-makers, particularly CEOs and other key leaders, in U.S.-based organizations. They sought financially stable individuals and recognized the need to invest in leadership development for their teams. While their services are primarily delivered through remote programs, they needed a strategic partner who could help them navigate the complexities of lead generation in the U.S. and connect with the right audience.

After partnering with Exotto, Cohd was able to scale its efforts and saw significant growth through a combination of data-driven strategies, personalized email campaigns, and extensive lead-generation techniques. Exotto's focus on cooperative interaction and tailored outreach helped Cohd reach its target audience more effectively, leading to successful engagement and new business opportunities.

Challenge

Cohd faced several challenges as they worked to expand their reach and grow their business:

- **Geographic Targeting:** They needed to focus on lead generation specifically within Canada, where they saw the greatest growth potential.
- **Targeting Profitable Businesses:** Cohd sought out organizations with 50-200 employees, as these businesses were more likely to benefit from their leadership development programs.
- **Corporate Setting:** Their programs are fully remote, so they needed to target organizations where employees are accustomed to corporate settings and remote work arrangements.

“Exotto's strategies empowered Cohd Consulting with their strategy, and they experienced significant growth.”