

APPROACHING STRATEGIC
PROSPECTS
FOR ELECTRONIC
PAYMENT SOLUTIONS
PROVIDER



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THE CLIENT

[ZebraPay](#) is a Romanian company that offers electronic payments through self-service instant payment terminals, located in high traffic areas. Their easy-to-use products support fast and secure transactions for electronic payments and prepaid GSM cards purchasing. Their strategic objective is to extend the ZebraPay network to 1000 terminals and 25 Romanian cities by the end of 2011.

CHALLENGES

- They needed to minimize the overall costs and increase short-term gains.
- They wanted to lead an unconventional approach in extending the areas needed for placing the terminals. This required special negotiations with each area manager.
- They needed expert support for reaching strategic prospects.

SOLUTIONS

NNC Services implemented a fast B2B appointment setting and sales campaign:

- // Prepared and implemented the lead generation plan.
- // Developed prospects database through list building activities
- // Conceived custom messages for specific decision makers from Romanian companies
- // Developed a custom script
- // Cold calling activities for B2B appointment setting.

RESULTS

- The NNC team accelerated the lead generation process, producing very quick results.
- Our monthly 4 leads target has been constantly exceeded, reaching a monthly average of 7-10 leads.
- Following our intensive B2B marketing activities, ZebraPay introduced its terminals in three supermarket chains and in one high school.
- At the moment, they are discussing the possibility of signing another 10 partnerships

“Our partnership with NNC Services began once we realized we need a marketing professional vision, which could help us expand our electronic payment terminal network in Bucharest and in the entire country. NNC Services was able to generate highly qualified business opportunities in a very short time frame. In some cases, NNC Services has even assisted us in approaching some strategic prospects we wanted for a long time, but whom we have not managed to contact on our own. We have found a true partner in NNC Services, which has brought us some major opportunities from the airline and retail field.” **Radu Ciorbea,**

CEO of ZebraPay