



[www.crogurus.com](http://www.crogurus.com)

# 5 Inbound Calls Daily

## £80/per Call

**Client:** CRO Gurus

**Niche:** Website conversion rate optimization (CRO)

**Service:** Facebook Ads + Sales Funnel

**Result:** 5 Inbound Sales Calls Daily, £80/per Call (Specifics Confidential)

**Date:** March 2018

**Timeline:** 3 Month Campaign

## Context

CRO Gurus are a company that focuses on website conversion rate optimization (CRO). This basically means that they optimize websites so that more customers convert, which leads to more sales.

They take what you already have and tweak it to maximise what you are getting out of your current assets. As you can imagine, these changes add up over time leading to massive returns over time.

Samuel Larsen (CEO) was getting clients using inefficient methods. He had trouble consistently getting leads and opportunities for new business. Everything was a bit 'random'.



He wanted a scalable, predictable business. He wanted an automated sales funnel that would give him inbound sales calls every day (meaning people are booking in to speak to him, rather than cold calling).

## Strategy

They had no system in place. So, we created them an entire sales funnel from scratch.

The goal was to create a system that gets them automatic bookings from potential clients into their calendar system. All they would have to do is check their calendar and show up to the calls to close sales.

We do this for ourselves on Facebook, so we were very familiar with this process.

Of course, these systems are worth hundreds of thousands of dollars, since they can generate as much revenue as you can handle. So, I will not reveal the funnels, or strategy.

## Campaign Results

The results were amazing. After 3 months of working with us, we managed to create an optimized sales funnel for CRO Gurus.

Now they enjoy 5 inbound sales calls every day at £80/call, which their sales team manage.

They sell high ticket services (\$2000+) over the phone, and these are retainers. Meaning it is a very profitable funnel.

They wish to keep specific details confidential. But the owner would be happy to speak about my services: [samuel@larsenconsulting.fi](mailto:samuel@larsenconsulting.fi)

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