



# TSL and Allfinanz

## – Success in Financial Services



### TSL Services in this Case Study

- MINER
- MAP
- SELLING TO FINANCIAL SERVICES

“TSL’s extensive knowledge of selling software to financial services companies has made a significant difference to our sales efforts. They have helped us build a qualified pipeline in Europe, North America and Asia from which we are winning contracts.”

David Wall  
CEO  
Allfinanz

### Business Benefit Highlights

- Most recent win worth more than €1 million.
- Assisted in building a worldwide pipeline of more than €30 million..

### Project Specifics

- Three-Year Relationship.
- Targets Major Financial Services Companies worldwide.
- 6-12 Target Titles per Company.

### About Allfinanz

Based in Ireland, Allfinanz is a market leading provider of business process automation software to life and health insurance companies worldwide..

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

### Executive Summary

**Allfinanz is a 20 year old software company and the leading provider of new business processing & underwriting automation software to Life Insurers, who are seeking to eradicate the traditional inefficiencies of processing new business, and in so doing slashing costs and driving greater profitability.**

Allfinanz chose TSL to help them identify qualified sales opportunities within the Life Insurance industries in Europe, North America, South Africa and Asia Pacific.

TSL employed its Miner approach (targeting 6 people at each company) to generate qualified leads.

TSL’s Major Account Profiling (MAP) approach (targeting 12 people at each company) was also used for organizations where Allfinanz required more in-depth information on specific companies.

The objective of each approach was to identify qualified sales opportunities for Allfinanz, and setup conference calls with these companies as a definite “next step”.

According to Allfinanz CEO David Wall:

*“TSL’s extensive knowledge of selling software to financial services companies has made a significant difference to our sales efforts. They have helped us build a qualified pipeline in Europe, North America and Asia from which we are winning contracts.”*