



## CASE STUDY

# Arctic Falls Jump Starts Sales Growth in Highly Competitive Market Thanks to SalesRoads

## Business Challenges

Although Arctic Falls has successfully navigated a highly competitive industry for over 30 years, like many mature businesses, their growth had plateaued. Growing their sales would require changing their sales operations. Their sales team had always managed every aspect of the sales cycle, from cold-calling prospects and setting their own appointments with prospects to running appointments in the field and closing deals.

SalesRoads was tasked with establishing and managing a dedicated inside sales team that would free our client's highly compensated sales people to focus their time and energy on what they do best: wooing prospects and closing new deals.

## Our Strategy

- Established and managed an inside sales department from the ground up to jump start sales growth.
- Researched and developed a highly targeted prospect call list of coffee service prospects consisting of workplaces with 20+ coffee drinkers per day within their target market.
- Designed a demand generation playbook that included developing a profile of their best customers and strategic calling approaches.
- Integrated appointments directly with the online calendars of the outside sales team to ensure they remained productive throughout the day.

## The Results

Over the course of two years, we scheduled 1,227 meetings with key decision makers. As a direct result of our ongoing, iterative approach towards improving our campaigns, SalesRoads dramatically increased sales appointments from an average of 30 per month to 60 to 90. Arctic Falls now relies on Sales Roads to manage every aspect of their inside sales.



*"Hiring SalesRoads is one of the smartest decisions we ever made. Our sales people love being able to focus on wooing clients, not cold calling."*

*"We're more productive than ever and the difference to our bottom line is undeniable."*

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## 1,227

**Meetings scheduled with key decision makers in 2+ years**

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## ABOUT SALESROADS

SalesRoads provides B2B lead generation and appointment setting for midmarket and enterprise level companies.

Discover how SalesRoads can help you overcome your sales challenges, fill your pipeline and accelerate your revenue.

**Call us toll-free at 1-800-836-4033.**

### Client Industry

Filtered water delivery and break room services

### Client Background

Arctic Falls is a privately owned business located in the New York metro area. They provide filtered water delivery and break room services for companies throughout the highly competitive markets of New York City and New Jersey.

### Services Provided

- Appointment setting
- Outbound lead research and identification
- Sales agent training, role playing and ongoing coaching
- Sales strategy development including call approaches, emails, and objection handling