



CASE STUDY

Collective[i] Accelerates Their Market Growth After Partnering with SalesRoads

\$2.4 Million
Pipeline Generated

37.5%
Close rate
(Sales off opportunities)

Client Background

Collective[i] is a sales strategy and analytics platform that leverages a global network of buyer and seller data to generate competitive, actionable business intelligence. Through Collective[i], sales professionals are armed with a roadmap of recommendations based on previous purchasing behavior. Salespeople can quickly identify the right buyers within an organization, leading to more wins and better sales forecasts.



collective[i]

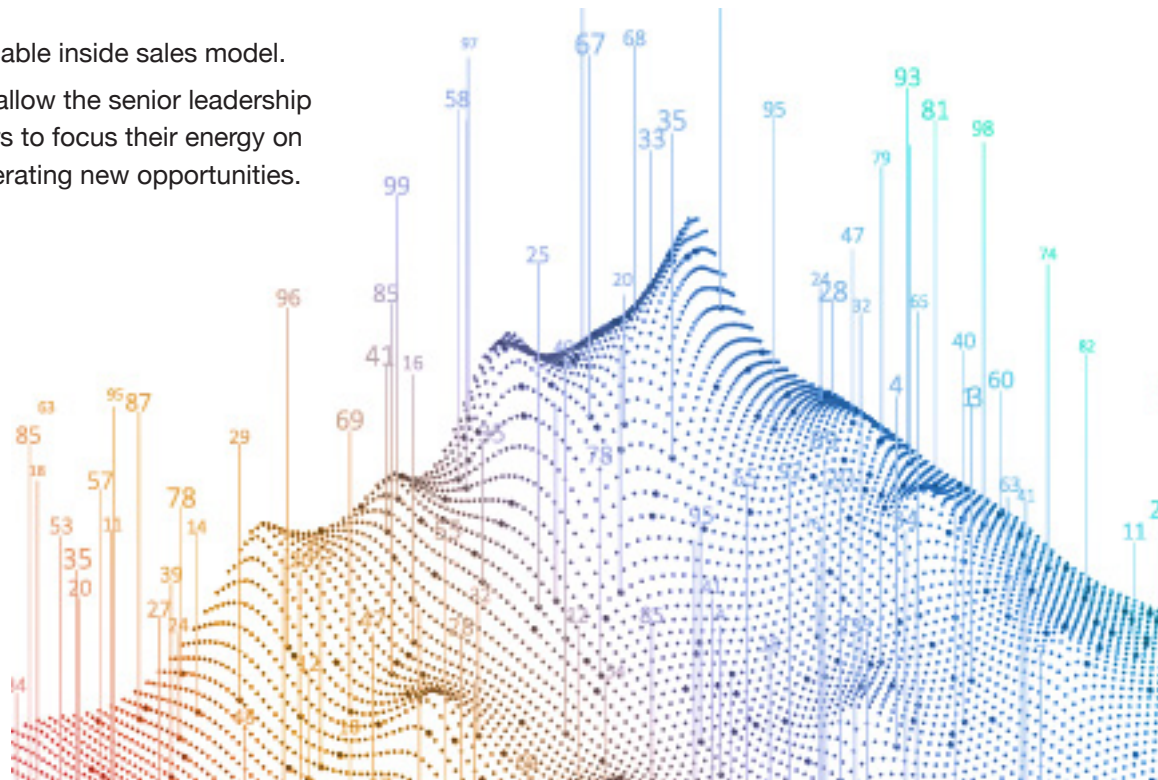
“SalesRoads has made a night and day difference for our business. Before them, we used to book an average of 16 meetings per month. Now we’re averaging 83 meetings per month. That’s a 500% increase!”

Business Challenges

Collective[i] is a revolutionary, highly complex product that needed to be carefully explained to a new market. Although the co-founders had successfully leveraged their industry relationships to penetrate multiple Global 500 companies, this approach was not scalable.

SalesRoads was tasked with:

- Creating a predictable, replicable inside sales model.
- Managing all inside sales to allow the senior leadership team and Enterprise Directors to focus their energy on closing deals instead of generating new opportunities.





Our Strategy

- Established and managed a turnkey inside sales department to augment Collective[i]'s existing sales operation.
- Researched and identified the names and titles of key decision makers in 7,000 companies to create a highly targeted call list.
- Developed a strategic playbook with custom scripts, rebuttals and follow-up strategies to engage with key executives and schedule first meetings.
- Integrated with Salesforce.com instance to manage campaign operations and reporting.

The Results

In the first year, we scheduled 1,081 meetings with executive decision makers and influencers. This resulted in 295 product demos, 24 opportunities and 9 active deals. Collective[i] continues to expand the relationship with SalesRoads to continue accelerating their market penetration for their revolutionary product.

ABOUT SALESROADS

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

We partner with our clients to develop and execute highly strategic B2B demand generation strategies that grow pipelines, boosts closing rates and positions our clients for sustained revenue growth.

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

Artificial Intelligence Based
SaaS Platform

Services Provided

- Appointment setting
- Outbound lead research and identification
- Lead qualification and scoring
- Lead nurturing
- Sales agent training, role play and ongoing coaching
- Sales strategy development including call approaches, emails, and objection handling
- Salesforce.com CRM integration

Campaign Type

Permanent Growth Strategy

