



## CASE STUDY

# Kuebix Boosts Paid Conversions Thanks to SalesRoads

## Business Challenges

Like most SaaS companies, Kuebix offers a pricing structure that includes both paid and unpaid (“freemium”) options. They have signed up thousands of users since their launch. Unfortunately, however, the vast majority of their users are enrolled in their freemium product. Their sales team lacked the bandwidth or internal processes to successfully (and consistently) convert their growing user base to adopt their paid premium products.

SalesRoads was tasked with creating an inside sales team to set appointments with freemium users so that Kuebix’s account managers can upsell them to Kuebix’s paid premium products. This required SalesRoads to work closely with the marketing team to support their existing marketing strategy.

## Our Strategy

- Established and managed an inside sales team to expand Kuebix’s capacity to upsell their existing freemium users.
- Developed internal processes to access proprietary user analytics to develop customized call strategies.
- Integrated with existing Salesforce environment to document all sales interactions.
- Coordinated with the marketing department on a weekly basis to ensure alignment with their marketing strategy and consistent messaging.
- Cold-called enterprise-level clients that were not current users to set appointments for product demos with the sales team.

## The Results

After a successful launch where SalesRoads booked 966 appointments, the inside sales program tripled in size. Furthermore, the cold calling campaign initiated by SalesRoads generated new interest in Kuebix with brand-name enterprise clients with national and global operations, like Dupont, Chevron, Marathon Oil Corp and Herbalife. SalesRoads is now deeply embedded within the marketing department and seen as a critical extension of their business.

### Client Industry

Transportation Management System “TMS”

### Client Background

Kuebix offers a transportation management system with freight intelligence that enables companies to capitalize on supply chain opportunities through visibility, control and the use of predictive analytics.

### 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
- Real-time CRM integration



*“Hiring SalesRoads enabled us to exceed our conversion goals for paid users and attract the interest of major corporate clients. SalesRoads has become an integral part of go-to-market strategy.”*

*Dave Lemont, CEO, Kuebix*

**966**

**Appointments for product demos scheduled in 1 year**

## 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.**