



Industry
Transportation Management

Calling Location:
Nationwide

Service:
Appointment Setting

*"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 our go to market strategy."*

- Dave Lemont - CEO



SALESROADS
800.836.4033
www.salesroads.com

BACKGROUND

Keubix 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.

THE CHALLENGE

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 upgrade them to Kuebix's paid premium products. In order to execute on this strategy SalesRoads needed to work closely with the marketing team to support their existing marketing strategy.

THE SOLUTION

- 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 their 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 main sales team.

