

## Case Study | High-Tech Data Storage Client

Inside Sales Solutions helps a Hybrid Cloud Data Storage company generate a pipeline of over **\$14.2 million**

### At a Glance:

#### THE CLIENT WANTED TO:

- Gain net-new business
- Expand within existing accounts with new offerings
- Increase quality of current sales programs with third party vendors
- Increase field sales rep engagement with programs
- Increase event attendance and post-event conversion rates
- Perform lead qualification

#### INSIDE SALES WHITE-GLOVE APPROACH:

- Collaborated on databases to grow new target account number and discover new buying centers
- Increased sales rep engagement through aligning over 100 field reps with members of the Inside Sales team
- Customized role creation of Lead Success Manager to align & enable the field sales team and then track and report on all activity surrounding appointments directly in the client's CRM
- Created an Event Success and Lead Qualification program

#### THE SUCCESS:

With multiple scalability challenges to overcome, Inside Sales Solutions took a white-glove approach that addressed each challenge uniquely while creating a collaborative program that made its implementation easy, instant and seamless for their internal staff. This resulted in wide adoption with nearly 100% sales rep satisfaction across all programs.



432  
Appointments  
& Counting!



84  
Verified  
Opportunities



\$14.2  
Million  
Pipeline

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## The Client

A multibillion-dollar Fortune 500 global storage company that creates storage appliances based on commodity hardware and proprietary software, was looking to penetrate net-new accounts and grow existing customer value by offering converged infrastructure through recently acquired hybrid cloud, flash storage, and backup & recovery solutions. The objective was to target accounts anywhere from small-to-medium sized businesses to global enterprise accounts within the United States and Canada. Faced with the complexity of increasing their footprint within existing accounts while generating new customers in a highly competitive market, our client wanted to:

- Assess the status-quo and raise the bar on current pay-for-performance outsourced efforts
- Implement programs designed to maximize sales pipeline
- Put process in place to ensure sales engagement
- Ensure accurate, timely, and detailed activity tracking

## The Challenge

In mid-2015, the client's sales and marketing team began to hit diminishing returns on dollars spent on tried and trusted methodology internally as well as with outsourced partners they had previously relied on for growth. They needed to increase their footprint with existing clients and find net-new business as they developed new hybrid cloud offerings and acquired flash and backup & recovery technologies.

**Appointment Setting** – appointments were being set with wrong or junior people which made the clients' internal team apprehensive to adopt the appointment setting programs from previous vendors due to quality

**Sales Team Engagement** – the sales team suffered from lead source burnout. They received leads from many sources, in different formats, with poor notation. As conversations with the prospect did not go well, the sales team dubbed those leads "not worth their time". This disengagement caused them to not devote proper time and follow-up for the desired outcome.

**Lead Qualification** – the sales team felt lack of energy and excitement around inbound sales leads as the qualification was poor. The leadership team faced the operational dilemma of proper and timely lead distribution as well as proper lead and opportunity tracking to carry the prospect through the sales cycle.

“It is no question that sales team advocacy plays a mammoth role in the overall success of a campaign. An excited and engaged sales rep will produce dramatically higher ROI. The proof is in the results.

Everything we do at Inside Sales Solutions revolves around aligning our team with yours.”

– Aidan Snee, CEO

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**Event Success** – the sales and marketing teams traded off responsibility for poor event attendance and post-event qualification efforts, resulting in leads falling through the cracks without proper time devoted to follow up.

**Channel Partners** – the client's partners experienced frustration with lead quality and lack of visibility into results and pipeline.

## The Solution

With data and sales team engagement being the cornerstone of the success of any outbound efforts, Inside Sales Solutions implemented a high-touch approach to every step of the process:

**Database solution:** Taking the time to manually verify the accuracy of outdated records prevented lost cycles down the road. We tailored the database to accurately reflect the target customer profile based on industry, company size, location and job title. This resulted in smarter, more-targeted campaigns with valuable analytics into new buying centers.

**Much more than appointment setting:** Inside Sales Solutions created a customized internal role of Lead Success Manager. The Lead Success Manager's responsibility was to ensure that work that the demand generation team did in creating leads was put to use and was being tracked properly. Through signed non-disclosure agreements, Lead Success Managers were able to work directly in the client's CRM system assisting more than 100 field reps with the operational side of sales.

### Before the Appointment

- Target account intelligence directly in the CRM
- Sales enablement documentation attached
- Multi-channel confirmations

### The Appointment

- The right people are on the phone: DM's Engineers, Channel if needed
- Reschedule appointment at no extra charge if DM cannot show.

### Post-Appointment

- CRM tagging for proper tracking up to a year post appointment
- Survey gathered directly from the sales rep to notate all opportunity progression through the sales cycle

**Event Success:** We helped our client deliver qualified prospects who want to hear what they are offering to their events. We ensured they were able to capitalize on each attendee who was ready to learn more while the Inside Sales Solutions team devoted the time needed to bring leads to the next stage in the sales process through appointment setting.

“Working with Inside Sales Solutions has felt like working with an internal team. They have the resources and processes in place to very quickly create and manage an appointment setting program, assist with lead follow-up and funnel management as well as audience acquisition and confirmation. They have been a great partner.”

– Marketing Manager

## The Results

Campaign Specifics for Fiscal Year 18:

- 3 Different campaigns for hardware, software, and hybrid solutions
- Account Targets: SMB and Enterprise
- Contact Targets: SME, Director, and C-Level Titles

### Appointments Generated and Resulting Opportunities

PROGRAM	APPOINTMENTS	OPPORTUNITIES	CONVERSION %
Program #1	211	41	19.4 %
Program #2	122	14	11.4 %
Program #3	99	29	29.3 %
Overall	<b>432</b>	84	19.4%

Pipeline generated: **\$14,203,328.81**

### Opportunities to Business Conversion

PROGRAM	OPPORTUNITIES	CLOSED AS WON	CONVERSION %
Program #1	41	21	51%
Program #2	14	11	78%
Program #3	29	14	48%
Overall	<b>84</b>	46	54%

Opportunities closed (up to May 2018): **\$6,085,257.95**



Our client's sales and marketing teams saw an overall 31X ROI for FY 18 quarter over quarter. On average, 60-70% of appointments moved to the next stage in the sales process. Our client experienced a 19.4% conversion rate from appointments to opportunities when leads were qualified by an Inside Sales Solutions skilled Sales Development Representative. To date, the client has over \$6 million in confirmed closed deals for fiscal year 2018 and these numbers are expected to grow!

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## Takeaway

At Inside Sales Solutions we have the knowledge, contacts, and track record to help clients maximize revenue from key accounts. Our dedicated Inside Sales practice offers the insight and expertise to uncover real, workable opportunities for your team to move down the sales pipeline, within your target accounts.

Why do so many leading high-tech and services companies rely on Inside Sales Solutions to expand their footprint?

**Team & Data:** With a dedicated team of reps making 10s of thousands of calls daily, Inside Sales Solutions connects with thousands of decision makers at top organizations every day. We execute instantly, powered by the most comprehensive, accurate database of contacts in the industry.

**Experience:** Built upon 20 years of experience, our SDR's speak your language – and your prospects' – which is critical in high-tech sales. Each member of our team is highly trained and has extensive experience in communicating the complex, technical value propositions and messaging that sell high-tech products and services to this audience. The meticulous follow-up you can expect from our team is what makes the life of your sales team easy! With nearly 100% satisfaction rate, the field sales teams love working with Inside Sales Solutions.

**Results:** With our Pay-For-Performance services, you only pay for what we can accomplish for you. With 432 appointments secured and a 31X ROI just for one client, we are confident we can deliver on the results that you are seeking.



Boost Opportunity  
Creation



Increase Sales  
Team Engagement



Grow Pipeline and  
Closed Business

## About Inside Sales Solutions:

Inside Sales Solutions is a revenue growth agency dedicated to helping B2B technology sales and marketing teams engage, qualify, and convert more leads into sales opportunities.

Built upon the premise of encouraging effective engagement between technology brands and their target customers, Inside Sales Solutions partners with clients in the SMB, Enterprise, and Startup space to uncover new opportunities and meet the ever-changing demands of B2B sales with:

- Pay-for-Performance Appointment Setting
- Event Audience Acquisition
- Account Based Marketing
- Inbound Marketing Services
- Dedicated SDR Resource
- Channel Partner Recruitment & Enablement
- Database Validation & Augmentation