



Dedicated Sales Development Delivers Quality Pipeline to Industry-Leading Cybersecurity Software Company



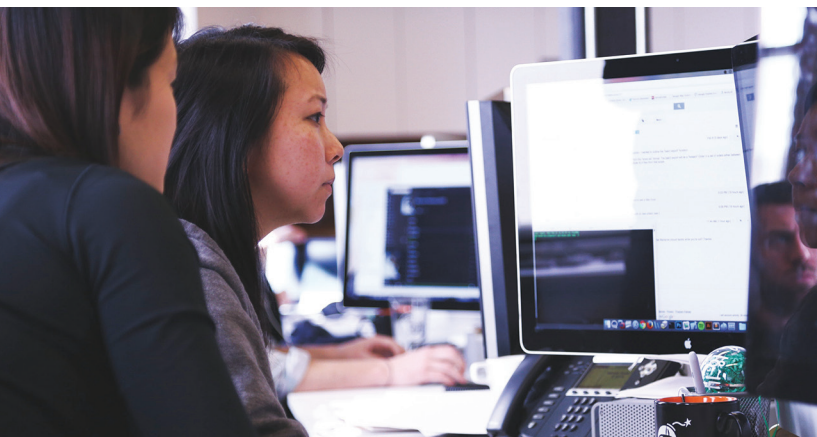
The Vice President of Sales at an industry-leading cybersecurity software company had more than 20 years of industry experience when he joined the company's sales team. So he knew just what was needed to help his new team reach their goals.

Having successfully hired an outsourced sales company in the past, he had already experienced the benefits of partnering to increase lead quality and velocity.

"You would rather have your inside sales reps performing more valuable tasks," said the VP of Sales. "Like getting in front of highly qualified leads and existing customers to expand your footprint."

That's why he chose to bring sales development reps from Inside Sales Solutions (ISS) to his team.

Learn how ISS has helped him increase the number and quality of appointments for the industry-leading cybersecurity software team in just a few short months.



The Challenge

The marketing and sales departments had already realized that making cold calls wasn't an efficient use of their sales reps' time. At the end of the day, the team couldn't spend enough time prospecting to keep their pipelines full of qualified leads.

To help alleviate some of the burden, the cybersecurity company hired an outside sales team. But when the VP of Sales came on board, he discovered their current sales development vendor wasn't meeting expectations.

Not only were his company's sales representatives receiving an inconsistent flow of leads, the handoff between teams was practically non-existent, and they were paying whether the prospect kept a scheduled meeting or not.



You have to prospect. And a long time ago, I realized that sometimes you need to pay experts to do it—like the people at Inside Sales Solutions—who are good enough to break through the noise and get an appointment.

Vice President of Sales
Industry-Leading Cybersecurity Software Company

"I had worked with ISS for almost four years in my previous role before coming to work for this cybersecurity software company," said the VP of Sales. "I was familiar enough with their approach that I knew they would easily fill in the gaps left by our current vendor."

Getting buy-in from the entire team before partnering with ISS was key. Marketing owned the budget, but the VP of Sales and two of his colleagues that also wanted to make the switch were in sales.

Marketing, however, was receptive—especially after losing the ability to generate leads through travel and events due to COVID-19 health directives.



The Solution

Once the VP of Sales got the green light to bring Inside Sales Solutions' Dedicated Sales Development services on board, it immediately made an impact. That's because ISS's approach was different than their previous partner's.

ISS reps weren't just a name that landed in the software company's sales reps' inboxes every time there was a new lead. They became an integrated part of the larger sales process, prepping for calls, joining prospect meetings, handling introductions, and delivering seamless handoffs—every time.

In fact, their hands-on approach and experienced sales representatives made it easy to build a program that worked. The best part is that the internal team's role in the process was very low-touch.

"We consider our ISS partnership as more than an affordable and effective go-to-market strategy," said the VP of Sales. "They're part of our team and we view them as an asset that allows us to focus on making the sale."



Our sales reps were immediately impressed by the white-glove service ISS provides. They really believe in the work they do.

Vice President of Sales
Industry-Leading Cybersecurity Software Company

ISS's specialized team was fully onboarded quickly and efficiently. Once the contract was in place, their team was able to ramp up in just a matter of days. Part of that success comes from ISS's ability to develop and test messaging as they talk with prospects.

The other key factor in ramping up quickly was ISS's flexibility. The industry-leading cybersecurity software company was quick to establish a system for sharing information amongst team members. This made the exchange of data easy and didn't require major changes to processes or technology.

Sharing information also makes ISS's job easier. They're able to better manage expectations and schedule, prepare, and remind participants about meetings as they arise.



The Outcome

Because of the VP of Sale's prior experience, he knew what he was looking for:

- A personable partner
- Consistent lead generation
- Better ROI

And that's exactly what he got.

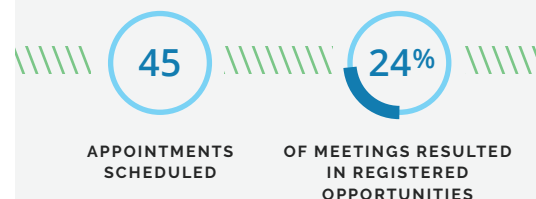
After just a few months—and through the challenges of the COVID-19 pandemic—ISS has scheduled 45 appointments. Of the 25 meetings already held, at least six are registered opportunities in the software company's pipeline.

"These leads are better and more qualified than anything we've been able to secure ourselves," said the VP of Sales. "We're seeing C-suite appointments and meetings with decision makers that our inside sales reps had not been able to land."

The cybersecurity software company has a clear vision for leveraging the opportunities ISS is helping them create. By taking a focused land-then-expand approach, they expect to generate a minimum of 10x growth in their pipeline in the first year. The VP of Sales knows this is possible because he's done it with ISS before.

"Our confidence is high," said the VP of Sales. "At my previous company, we quickly saw a 10:1 ROI in our first year. That jumped to 30:1 in our second, and we were on track for much more in our third year together."

PERFORMANCE THROUGH FIRST FEW
COVID-19 MONTHS:



ISS has changed the model from traditional outside sales. They have figured out all the blind spots—figured out what didn't work and have put together a model that truly does work. You will get qualified calls with serious prospects who are ready to do business.

Vice President of Sales
Industry-Leading Cybersecurity Software Company



300%

INCREASE IN ROI FROM
YEAR 1 TO YEAR 2
WITH INSIDE SALES
SOLUTIONS



Want your sales team
spending more time with
decision makers?

**Learn more about a sales development partnership
with Inside Sales Solutions.**

BOOK CONSULTATION