

Goal

After successfully going through the R&D phase, closing a few government, defense, & commercial contracts, Airgility was ready to start selling.

Approach

1. The Airgility team had a great product with various applications but were unsure where the best market-fit would be
2. Together, we tested a few industries - Engineering, Construction, and Oil & Gas.
3. We knew autonomous drones likely wouldn't be a company's 1st drone purchase, so we found companies that already have drone programs - as they'd be more likely to purchase next-gen tech to add to their fleet
4. The Leadlio assign rep, Leticia, research each account to understand how they were using drones and created custom messaging for each account

Results

- In 4 months, we booked 36 meetings with the largest engineering, construction, and Oil & Gas companies in the US.
- The conversion rate from intro call to demo was 75%+

36 Meetings
within 4 months

"We were impressed with Leadlio's thoughtful approach to what we do and our target markets. They took the time to work through, with us, a game plan and put together a playbook. We then tweaked that playbook as we progressed forward, all the while improving our metrics. Leadlio truly became that inside sales Partner that every company needs"



Pramod Raheja
CEO