

Goal

Ready to scale their US operations, the company wanted to build an outbound lead generation team to promote their next-gen laser scanner technology to the AEC industry.

Approach

1. Working closing with their inside sales team, we developed the account list & pitch
2. The AEC industry often promotes their portfolio & process on their website. Using this info, we could write personalized messaging that connects to the NavVis value proposition.

Results

- 10 closed deals
- 300+ meetings
- 1.5 years working together



10 closed deals
within 1.5 year