

Goal

1. After raising \$100m, it was time for Liquid to hit the gas and continue to scale their direct sales channel by building an SDR team.
2. Considering both inhouse vs External SDRs, Liquid decided that outsourcing was both more cost effective & easier to manage.



**105 booked
meetings**
within 5 months

Approach

1. Leadlio assigned 2 SDRs
2. Liquid provided their target accounts & several event attendee lists
3. We quickly found success with the event attendee lists and results took off.

Results

- In 5 months, our team booked 105 meetings with notable accounts including ASU, Mayo Clinic, & 3M