

Goal

Onpoint recently launched as a company and needed a fast way to drive new clients beyond its existing network in a cost-effective, risk averse way.

Approach

- Because we have a lot of experience selling to the AEC space, they trusted us to build out the strategy.
- We decided to target mid-size architecture firms in Michigan
- Under a pay-per-meeting model, they had zero risk.



**10 closed
deals**
in 3 months