

## Situation

Recently, they experienced a lot of turnover on their sales team, which made it difficult to make progress. Historically, most of their leads came from marketing, but they wanted a more proactive approach for their strategic accounts. At the time, all outbound prospecting efforts were unsuccessful. They needed a partner to 'figure it out' and provide consistent deal flow within their strategic accounts.

## Approach

Selling 6-figure 3D scanners to large MFGs, aerospace, etc... companies is tough. And navigating the complexity of engineering departments to find people responsible is even tougher.

## Results

The Client's goal is 6-8 meetings a month. So far, we've been able to achieve our goal every month with an average of 8 meetings a month with Strategic Accounts



**8 meetings  
a month  
with Tier 1,  
Strategic Accounts**