

Goal

After being referred by another Leadlio client, and needing more leads for the 3-rep sales team, the OWL team decided to give Leadlio a shot.

The OWL team was having trouble generating their own leads and needed some help filling the team's pipeline.

95 meetings
within 9 months

Approach

1. OWL provided target industries & accounts that are a good fit for their perimeter security radar solutions.
2. Leadlio assigned Carl as the SDR.
3. Together, we built personalized messaging based on each industry/account



**Tom Gates, Director of
Sales & Marketing**

"The Leadlio team quickly learned our products, industries, and business model, as well as how to profile likely prospects, effectively communicate messaging, and set meetings. In the first month, they surpassed expectations and have continued to do so. And they're always very professional -- reliable, timely, courteous, and driven to meet goals. Working with the Leadlio team is like having another member of our in-house sales staff, only I don't have to approve a timesheet."