

# Nationwide security guard service *Leadlio*

700

Accounts Targeted

132

meetings book

\$6.3m

pipeline generated

\$750K

Deals Won

For our client, landing a new account could mean 7 & 8-figures in new annual revenue. However, most target accounts already using a guarding service.

Our goal was to identify inroads where the incumbent was underperforming, show how our Client could help, and introduce them to the sales team.

Decision-making for physical security can either be centralized at corporate, or decentralized at the regional or site level. This makes prospecting for new business difficult for Sales Directors who lack time.

In 1 year, our team generated \$6.3m in pipeline and **\$750k ARR** (so far). And, we've hit our meeting quota every month.

## Timeline

- 1 year

## Target Industries

- Retail
- Utilities and Energy
- Construction
- Manufacturing
- Property Management
- Logistics
- Technology
- Healthcare
- Banking

## Target Titles

- Security
- Facilities
- Operations

## Technologies Used

- ZoomInfo
- Reply
- Salesforce

## Leadlio Team



Aaron - CEO



Shaun - COO



Ana - SDR



Caue - SDR