

1,000+

Accounts Targeted

20%

Conversion Rate

204

Meetings Booked

7-Figures

pipeline generated

The Client recently released new software and services so they wanted to quickly generate pipeline before competitors came into the space.

Our team leverage ZoomInfo and the Client Salesforce to build the target account list. From there, our Rep, Giovanni, found the most success sending emails and following up with phone calls in order to schedule intro sales calls for the Client team.

After 3 months, they noticed our approach was working very well (better than their internal efforts) and added a 2nd rep.

4 months later, they re-positioned us to focus on other services since we filled up their pipeline.

In 13 months, we've helped build 7-figures in pipeline from 204 meetings booked.

Timeline

- 13 months

Target Industries

- Construction

Target Titles

- VDC | BIM
- Innovation
- Technology
- QC | QA

Technologies Used

- ZoomInfo
- Reply
- Sales Navigator
- Salesforce

Leadlio Team



Aaron - CEO



Shaun - COO



Pedro - SDR



Giovanni - SDR