Lead Generation Case Study

Successfully generated business revenue over $56000 and qualified 607 leads in 2013 for a leading SaaS based e-signature solutions company

Enterprise Content Management

Business Challenge

The customer is a leading provider of e-signature solutions. With a high volume of inbound leads through free trial registrations, they required to scale up the sales team to handle SMB business without impacting profitability. The other challenge was a high percentage of no-show on their weekly webinars. Time & cost being a major reason, sales and marketing needed a team that can ramp up quickly and cater to both departments. Additionally, leads from marketing channels like trials and webinars were not being leveraged due to a lack of sales capacity driven by a limited budget.

Service Provided

Our goal was to give them an extension of their sales team based out of India in the most profitable manner. Working with this client for 4.5 years, we built a team to handle SMB new business and attend to inbound calls. We worked with their marketing team to increase the number of webinar attendees.

Besides new business revenue generation and working on marketing generated inbound leads, the team also provides operational support making prospects aware of the weekly webinars and helping them register.

Achievements

- Booked over $560K in 2013 and exceeded quota on both revenue and webinar leads
- 135 webinar registrations
- 5x return on every dollar spent
- Year to year growth in attainment and team strength
- Reduced cost of sales rep by over 60% and reduced executive time spent managing a large

AAyuja Advantage

- Superior domain expertise built over 12 years of technology sales experience
- Access to a highly qualified, experienced and tech savvy sales team
- Increased operational flexibility through our unique sales and contract model
- Faster setup and go-to-market
- Consistent month on month and year to year quota attainment
- Reduced cost of sales by up to 75%