

COMPANY CASE STUDY

A leading boutique agency focused on health and wellness communications scales up its sales pipeline development with the FunnL program.



CHALLENGES

Connecting with Low-Level Buyers

Their go-to-market (GTM) process struggled to reach and engage low-level buyers effectively.

Reaching Decision-Makers

Difficulty in reaching high-value decision-makers to introduce their offerings.

Ineffective Prospecting

Lack of skilled manpower to drive effective sales prospecting.

Data Overload

Due to the abundance of inbound leads, the outbound and sales prospecting process was challenging because of the ICP-qualified data.

Lack of Training

Not able to spend time training the GTM team and aligning their objectives with the company's.

Lack of time for prospecting

They did not have the time to prospect to build the sales pipeline, as most of the time was spent in selling to their networks and existing customers.

Solution & Results

- FunnL implemented a customized & personalized email-based B2B appointment-setting program that connected the firm's sales team with high-potential decision-makers.

- FunnL was able to set up the go-to-market for the customers who worked as the inside sales team, helping them set up, execute, and deliver the required results as discussed during the sales kick-off.
- The program involved targeted outreach campaigns, with messaging tailored to specific industry verticals and regional requirements and specific messages crafted by FunnL.
- The sales team developed and exceeded quota, generating more **than \$1 million in sales in 13-14 months.**
- The campaign generated 144 meeting-qualified leads within the program's first 12-18 months, and 97 sales demonstration appointments were made with a **67% conversion rate.**
- **65 % meetings** with C-level and VP-level executives
- **45 % of meetings** went into second and third-level



Customer Says:

"This is a quick note to let you know that today, we won our second account from your generated lead. Truly wonderful news! I owe your team some new campaign details; they will come later tonight. I'm on it. Thank you for helping grow our company. It's appreciated!"

Book appointment 