

CASE STUDY

ECCOGEN

THE CHALLENGE

ECCOgen, a vendor of prepaid cashless campus solutions, desired to expand their sales funnel with actionable opportunities. For the client, whether to accomplish this with their internal team or an outsourced solution became a critical decision. Based on the cyclical nature of selling on a school year calendar, SalesStaff operated on a limited window of opportunity to generate qualified sales meetings for Eccogen.

SOLUTION

We were excited at the opportunity to develop a campaign to expand the sales pipelines of Eccogen's team of three salespeople. In the Discovery Phase of our methodology, SalesStaff quickly realized from Eccogen that the nature of marketing to K-12 schools is cyclical based on the school year. Together with the client, SalesStaff formulated a campaign to address a pain point specific to the target market: It can be an administrative and logistical nightmare for schools with 1,500+ students to manage multiple streams of student monies earmarked for varied purposes like tuition, cafeteria meals, extracurriculars, etc.

RESULTS

1900% RETURN ON INVESTMENT

SalesStaff secured 48 sales appointments with decision-makers in a 3-month timeframe. Of those, Eccogen subsequently closed six deals to the tune of over \$300,000 gross recurring annual revenue in new business. On the basis of those results, Eccogen extended their contract period with SalesStaff



Financial decision-makers
at 33,000 nationwide
K-12 Private Schools

"As a result of methodology, the SalesStaff team was able to secure sales appointments more than 10 times quicker and provide roughly 10-15 times the volume than our internal team. The influx of leads was abundant and we were very satisfied."

- Eccogen,
Senior VP of Sales

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Our History

Our company evolved from a 1990's consulting practice that guided hundreds of CEOs and Entrepreneurs on the implementation of sales training, systems and processes; staffed thousands of sales people; and created branding, messaging and go-to-market plans for hundreds of hi-tech and B2B clients. Today, that experience is the foundation for a hybrid demand generation operation piloted by a highly experienced and talented team of sales leaders at SalesStaff LLC. More than 10,000 sales appointments and leads are generated annually for our clients. We are changing our industry in a better direction that leverages outbound prospecting, business intelligence, and a performance-based production model. The collective impact to client sales pipelines is more than a billion dollars of new sales opportunities entering funnels every year. SalesStaff provides high-level appointment setting and demand generation services for business-to-business technology companies through the deployment and management of quota-based marketing programs. We research opportunities and successfully secure meetings with key executives and generate leads on behalf of our clients' B2B sales teams to expand their sales pipelines and accelerate sales cycles.



Services Overview

Pay-for-performance appointment setting can jump-start your organization's sales pipeline. A 100-Day Pilot will offer your company the opportunity to build a sales pipeline with our meetings, monitor conversion rates, forecast ROI and provides ample data and results to determine the viability of a permanent partnership with SalesStaff.

- Pay-for-performance provides for a guarantee of qualified meetings with qualified prospects
- Various meeting volume options
- Custom lead modeling according to your marketing plan
- No set-up or data fees
- Pay-Per-Meeting pricing

Your Pilot will be designed to include a strategic lead nurturing plan for your solution, custom-built marketing database, experienced Inside Sales Reps dedicated to your program from beginning to end, and much more.

For more details and pricing, contact us to receive a custom proposal from our Program Expert outlining a Pilot exclusively geared to your sales goals, target market and sales qualifiers. Contact us by phone, chat or through our web form to learn more about how we can grow your sales.

What Our Clients Are Saying

"In evaluating Demand Generation vendors, we found the pay-for-performance model offered by SalesStaff to be extremely attractive. Other per-month or per-rep models we evaluated didn't provide a firm guarantee of results. So we were eager to work with SalesStaff, and have been more than pleased with the results." — IT Security Client

"What we liked most about working with the team at SalesStaff was the open communication we had throughout the course of the campaign. They were always available to discuss critical aspects of the campaign. In addition, they successfully developed a structured process to follow-up with key prospects." — Managed Services Client

"What I like most about working with the SalesStaff team is that they do what they say they'll do." — Workforce Management Client

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