



CASE STUDY

REDZONE



THE CHALLENGE

RedZone Robotics, a provider of state-of-the-art sewer inspection robots, features a portfolio of powerful products that benefit managers of wastewater and sewer infrastructure all over the country. In its sales efforts, RedZone, however, was faced with the challenge of decreasing sales cycle and penetrating a tricky market comprised of City Managers and related personnel within US municipalities. Historically, this class of municipal employee is extremely mobile in their job duties, thus making it a challenge to catch them on the phone or even by email.



City Managers and related
Infrastructure Personnel in
USA Municipalities

THE SOLUTION

In order to free up their internal sales team to do what they do best – close deals – RedZone Robotics engaged SalesStaff on a 60-Day Pilot Program to provide their direct sales team with qualified sales appointments. Considering the difficulty in reaching the target market, SalesStaff quickly recognized that the success of the campaign would be contingent upon high-volume outreach. SalesStaff completed campaign delivery on time and on budget.

“The SalesStaff team, above all, was results-oriented and focused on delivering actionable opportunities. The team was easy to work with and extremely responsive at every level, from QC all the way to executive management.”

*- RedZone Robotics,
VP Sales & Marketing*

RESULTS

400% RETURN ON INVESTMENT

SalesStaff secured 80 highly actionable sales appointments with qualified decision-makers in a 2-month timeframe. Of those, the RedZone sales team won two six-figure deals in short order and added over \$2 million in revenue to their sales funnel. Based on the results of the original campaign, RedZone extended their contract period with SalesStaff.

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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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