

SIGMA SOLVE CASE STUDY

How Jay Glenn Agency Helped Sigma Solve Revitalize Their Outbound Sales Program.



AT A GLANCE

Challenges

- No Outbound SOPs
- Lack Of Pipeline Visibility
- Outbound Messaging Not Aligned w/ Market Need

Benefits

- +200% Increase In Outbound Generated Pipeline
- Clear Outbound Roadmap & Bottleneck Visibility
- Targeted Training For New & Veteran Sellers



"Working with Jay has been a pleasure, he embodies the work ethic and attitude that is required to succeed in tech sales.."

Doug V.

Sigma Solve

BACKGROUND

Sigma Solve, a Florida-based IT consulting firm, struggled for years to make outbound work due to lack of structured processes, pipeline visibility & ineffective messaging. This absence resulted in stagnant outbound growth and frustration among both the sales and executive team.

SOLUTIONS

To help them, we started by developing a unique messaging and outreach plan for each of Sigma Solve's customer verticals. Learning insights about the industries, exactly where they can add value, who the right people were to contact, and what messages would resonate most.

After creating the outbound playbook for each vertical (6 in total), we trained Sigma Solve's salespeople on their target industries, buyer personas, and how to conduct impactful outreach that breaks through the noise. We then tracked their outbound performance in our app, sdriQ, telling them where to double down and where the opportunities are at the top of the funnel.

BENEFITS

Increased Pipeline

+200% increase in outbound generated pipeline - only 1 month into the engagement.

An Outbound Roadmap

Clear processes and procedures for outbound outreach and a training program for incoming sales hires.

Bottleneck Visibility

Using the sdriQ app, the Sigma Solve leadership team can clearly identify and address their TOF bottlenecks.

An Onboarding Resource

Sigma Solve can hire with confidence given Jay Glenn Agency's commitment to training their new sellers.