netsmartz SINCE 1999

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Leading US-based **SaaS Start Up** Achieves Impressive Jump in **New Account Discovery Meetings** and **Logo Wins**

Learn how the company propelled their cold outreach, campaign management, and customer engagement strategies to boost revenue with Netsmartz's lead generation and appointment setting services.

About the Company

The client, a California-based funded start up, is a leader in cloud powered FactoryOps that's digitizing factories across the globe with their plug-and-play platform for real-time visibility to reduce lost production and sustain peak performance.

Ideal Customer Persona (ICP)

Industry
– Manufacturing

Decision Makers &
Influencers –
CVD-Operations

Geography – North
America, Mexico

The Need

As a growing start up at the time of a funding winter in 2023, and ever-growing competition in the market, the client was looking for a growth partner to help navigate the following challenges:

- Target accounts using subpar legacy solutions, or devoid of any modern FactoryOps solution at all
- Limited budgets and bandwidth of the company's internal sales team
- Pressure of data mining, outbound prospecting and closing on the sales team
- Limited lead generation capacity through LinkedIn and email blasts; manufacturing industry demands aggressive cold calling
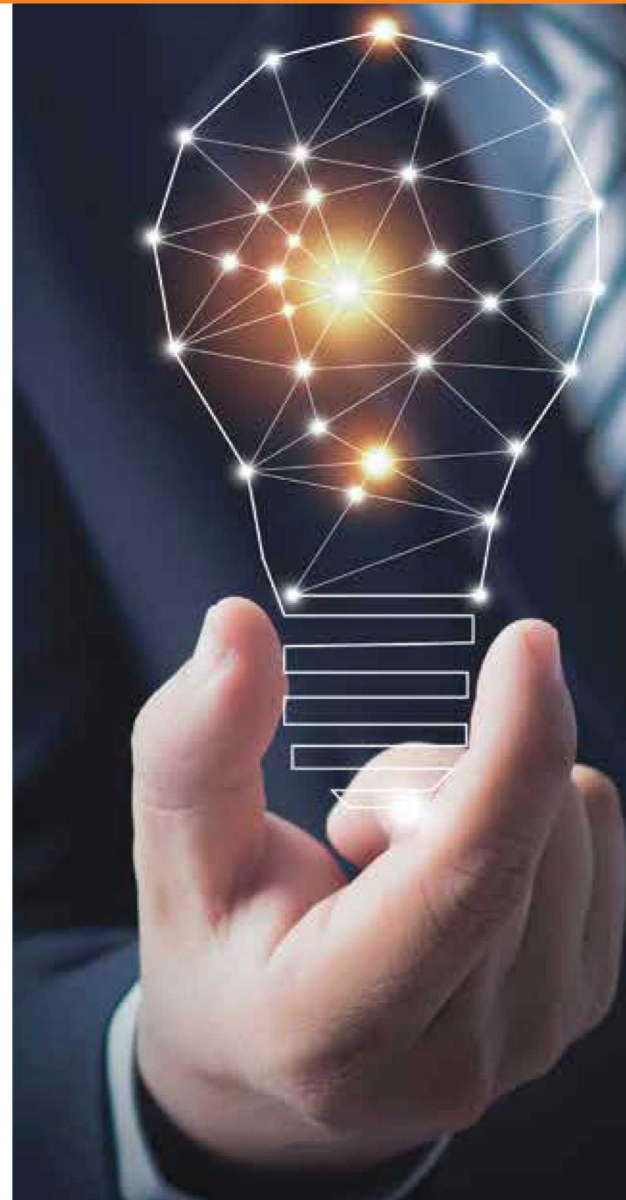
The Solution

Netsmartz helped the client by generating ICP-driven qualified meetings for client's account executives and senior sales leadership without burning a hole in their pocket with Netsmartz's proven outbound sales playbook and a cost-effective pay-per-meeting commercial model.

① Winning Team Composition to Augment Sales
We established a managed turnkey inside sales team for the client consisting of **1 Campaign Manager, 2 SDRs,** and **1 Data Analyst** to augment the customer's existing outbound sales operations.

② Strategic SOP Document to Standardize Process
We **co-created a strategic SOP with ICP details**, branding guidelines, and messaging. This included understanding **ideal company types** and mapping it even to their NAICS codes, thoroughness with their competitor landscape, customer pain points, product value proposition, objection handling, and follow-up strategies to effectively engage with key executives and schedule those super important first meetings.

③ Coordinated Dataset Approval and Cleanup to Ensure ICP Match
We took **dataset approvals twice a week** before starting any outreach campaign to ensure **100% ICP match** before reaching out to any prospect. This not only helped us schedule and complete meetings with prospects our customer wanted to get in front of, but also avoid reaching out to existing customers or DNC (do not contact) prospects, thereby **increasing meetings with the right decision makers.**

④ A/B Testing and Feedback to Improve Results
We set up **regular weekly sync ups** with all hands on deck to identify and iron out campaign issues, **track progress through A/B testing**, and improvise strategies to achieve the desired results. The team was also connected on a real-time basis over Slack channel(s) to learn from the customer's internal teams and have our queries/prospect objections answered right away to ensure the best outcome.

Real Outcomes Delivered

127 ICP-qualified meetings

within 13 months from pre-vetted datasets approved by client

13 completed **deals** in 13 months

by our client (and many more to come from this pipeline itself)

No retainer, no fixed cost

as client billed for only those meetings that got completed

Higher ROI

than salaried internal resources and massive savings on data intelligence tools

Netsmartz SDRs ranking on top

consistently in client's internal SDR performance list

Why Netsmartz

- 25+ years of proven lead generation experience
- Expert resources for go-to-market and sales strategies
- ROI-driven pay-per-appointment model without retainers
- Personalized and ICP-specific outreach campaigns
- Zero investment in MarTech and data intelligence tools
- 3 months pilot to derisk sales quotas and serve as proof of concept for future GTM strategy

About Netsmartz

Netsmartz is a leading growth and digital transformation partner for global enterprises and SaaS businesses. The USA-based software company was established in 1999 and continues to empower organizations with a dedicated team of over 1000 professionals, strategically located across 10 global offices, serving a diverse portfolio of over 2000 customers. Whether it's addressing critical tech requirements such as engineering, security, and support, or managing essential non-tech aspects like marketing, lead generation, and customer success, Netsmartz covers every facet of a SaaS business.

From augmenting teams with dedicated expert resources to integrating AI seamlessly across operations and ensuring robust cybersecurity, businesses rely on Netsmartz as their ultimate partner for accelerating growth, increasing ROI, and achieving unparalleled scalability.

25	**1000+**	**2000+**	**10+**
Years in Excellence	**Team Members**	**Projects Completed**	**Global Locations**

NORTH AMERICA
Rochester, NY, Vancouver, Mississauga

EUROPE
Oslo

ASIA
Singapore, Dubai, Chandigarh, Mohali, Noida, Gurugram, Pune

AUSTRALIA
Melbourne
Sydney

Let's connect!

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