

# How Approach Technology Uses Direct Outbound Methods to Set Appointments and Achieve Consistency In Their Pipeline

## The Challenge:

Before partnering with LinkedSelling on their lead generation, Eric Carter, the CEO, was the only one doing sales, which made it hard to keep the engine going to the extent they wanted it to. They tried Google Adwords, but that was not effective. Lunch and learns can be good, but they're intense. They needed something more consistent. LinkedIn direct outreach had provided the best results, but they couldn't maintain the daily outreach themselves.

## The Solution:

LinkedSelling stepped in to provide the strategy and execution of multichannel outreach campaigns, including the use of email, LinkedIn outreach and phone calling. A campaign looked like the following:

1. We entered in rounds of 50 prospects weekly and sent them through a sequence of 5 LinkedIn messages.
2. Before that they were sent connection requests and an invite to our group which showed the client to be a thought leader.
3. Later we switched to fully email which is 150 prospects per round per week receiving 7 touchpoints.

At the time of this writing, around 40 rounds have been executed for the LI only campaign and we are currently on Round 10 for the Email only campaign.

Optimization is constant in this process; if the messages weren't working or we noticed a lull in leads we would focus on fixing the scripts by testing subject lines or changing the message itself.

## The Results:

Thanks to our consistent outbound efforts, Approach Technologies, the methodology has delivered 84 appointments so far. This has provided them the lead volume and consistency they couldn't have otherwise achieved on their own.



***Eric Carter, CEO***



## About Approach Technology:

Approach Technologies provide managed cloud desktop service aka one managed cloud for all your services - they design it specifically for your operations.

**Industry:** Software/ IT

**View Company Website:** <https://approachtechnology.com/>

## Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!

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