

How Sustain Sprinkle Generated High Quality Leads & Booked Calls With a Simple Outreach Strategy

The Challenge:

Sustain Sprinkle provides their clients with a smart sprinkler sensor that can be retrofitted onto any existing sprinkler system. It saves users money and headaches but they were struggling with getting appointments on their calendar to share their expertise and unique product with more people.

They came to us looking for another way to expand their business and generate more leads outside of their typical referral-based efforts. They weren't getting the results they needed in order to meet their growth goals; they needed more targeted prospects, who had the **budget** and the **need** to work with them.

The Solution:

We created a strategy that surrounded a 30-day outreach plan to target and connect with the exact people they were looking for. The methods we chose? A 16-touchpoint strategy via LinkedIn, email, and calling via our own sales development representative.

On Sustain Sprinkle's behalf, we researched their target market. This included finding people on LinkedIn with job titles like: Manager, CXO, Director, and Owner in over 10 industries such as Property Owners Associations, Golf Courses, Country Clubs, Landscaping, and more.

We put together a messaging cadence that focused on how Sustain Sprinkle can help their prospects ensure that their property owners are happy and saving money. After the writing and testing phase, we were able to dial in on what really spoke to Sustain Sprinkle's prospects and communicate what makes them unique.

The Results:

From just a small list of 200 prospects, this outreach sequence resulted in 8 quality leads and 5 booked calls in less than 3 months. More than that, a big part of Sustain Sprinkle's success is that we were able to position them as a trusted resource in their industry, which attracted a lot of conversations on LinkedIn and opened the door for their sales team.

As a result, they not only saw an influx of quality prospects, which was exactly what they needed, but they also saw the difference that trust building and excellent positioning can have on the sales process.

About Sustain Sprinkle:

Industry: Environmental Services

Location: Coral Springs, FL

View Company Website: <https://sustainablesprinkler.com/>



Think We Can Help?

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

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