

# How BizSplice Generated 22 Appointments With High-Quality Prospects in 90 Days By Outsourcing Their Sales Development Team

## The Challenge:

BizSplice is a company that works with executives of small to mid-sized companies in the manufacturing and distribution industry. They specifically work with those who want to accelerate their company's growth and they help them do so by showing them how to make more money by acquiring other businesses.

The LinkedSelling team had been running a successful LinkedIn outreach campaign for BizSplice that targeted job titles like: CEO, COO, Owner, President, Founder, & Partner.

Throughout the course of this campaign, a significant number of leads were generated and the BizSplice team needed an effective way to reach out to these people without sacrificing much of their own team's time, burning through their budget, or relying on trial and error.

That's why they decided to employ our US-based SDR specialists.

## The Solution:

***Leveraging a Proven System & a US-Based Sales Development Team to Book Appointments Over the Phone***

After the LinkedSelling team analyzed the results from the campaign that brought in leads, we used our proprietary Cold Call Framework to draft a script. This Framework has been proven time and time again to generate high-quality appointments.

Once the script was finalized, our SDR team began to call the leads that expressed interest in our LinkedIn outreach campaign. By outsourcing this task, they could avoid the headaches of hiring, training, technology cost, and everything else that comes with utilizing an internal calling team.

## The Results:

### *22 Appointments With High-Quality Prospects in Just 90 Days*

In just 3 months of calling, our SDR team called and pitched to 99 people, with 22 of them booking appointments to meet with the BizSplice team. **In general, our team aims to achieve booking rates between 5% - 10% on cold dials.**

For this round of calling, there was an average booking rate of 22.33%.

*Here are the numbers broken down by month:*

#### MONTH 1

**35 Pitches**  
**7 Appointments Set**  
**20% Booking Rate**

#### MONTH 2

**34 Pitches**  
**5 Appointments Set**  
**14% Booking Rate**

#### MONTH 3

**30 Pitches**  
**10 Appointments Set**  
**33% Booking Rate**

Since BizSplice took a leap and partnered with an agency that has a tested and proven SDR process, they were able to take the time-consuming task of prospecting & appointment setting off their team's plate and efficiently generate appointments with their perfect prospects.

## About BizSplice:

**Industry:** Strategic Acquisitions & Sales

**Location:** Green Bay, WI

**View Company Website:** <https://bizsplice.biz/>



# BizSplice

## Think We Can Help?

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