

How Elemental Machines 15 Qualified Appointments & a 28% Booking Rate in 90 Days By Outsourcing Their Sales Development Team

The Challenge:

Elemental Machines is a company that provides a non-invasive solution for businesses in the BioTech, Pharma, Medical Device industries to monitor their lab equipment and receive actionable insights on the performance of their various tools. With this solution, their clients can know exactly where they can afford to reallocate, remove, optimize, and cancel capital equipment, supplies, and more.

The LinkedSelling team had been running a successful LinkedIn campaign for Elemental Machines that focused on targeting managers, directors, and VPs of various industries such as: Pharmaceutical & Medicine Manufacturing, Biotech R&D, and Professional Scientific & Technical Services.

This campaign generated a significant number of leads and it was getting hard for Elemental Machines' internal team to keep up. They needed an effective way to go to market significantly faster without burning through their budget or relying on trial and error.

That's where our US-based SDR specialists come in.

The Solution:

Utilizing An Experienced, US-Based Sales Development Team to Book Appointments Over the Phone

After analyzing the results from the campaign that brought in leads, we use our proprietary Cold Call Framework to write a script that has been proven to generate high-quality appointments. After the script was written, our team began to call the people that previously expressed interest in what Elemental Machines has to offer via the LinkedIn campaign.

By outsourcing this task to the LinkedSelling SDR team, they could avoid the headaches of hiring, training, technology cost, and everything else that comes with utilizing an internal calling team.

The Results:

15 Appointments With High-Quality Prospects in Just 90 Days

In just 3 months of calling, our team called and pitched 51 people, with 15 of them booking appointments to meet with the Elemental Machines team. **In general, our team aims to achieve booking rates between 5% - 10% on cold dials.**

For this campaign, there was an average booking rate of 28% in just 3 months of calling.

Here are the numbers broken down by month:

Month 1:

22 Pitches
8 Appointments Set
36% Booking Rate

Month 2:

13 Pitches
3 Appointments Set
23% Booking Rate

Month 3:

16 Pitches
4 Appointments Set
25% Booking Rate

By partnering with an agency that has a tested and proven SDR process in place, Elemental Machines was able to efficiently generate appointments with the best prospects while taking the time-consuming task of prospecting and appointment setting off of their team's plate.

About Elemental Machines:



Industry: Software Development

Location: Cambridge, MA

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

Think We Can Help?

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