

# How Ravyn Generated 32 High Quality Leads & 28 Booked Calls With a Simple Outreach Strategy

## The Challenge:

Ravyn's critical incident management software is unmatched in their industry but they struggled with generating a predictable and reliable pipeline of opportunities. They ultimately wanted their closers to be closers and not hunters.

They came to us looking for another way to expand their business and generate more leads outside of their typical word-of-mouth 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 an outreach plan to target and connect with the exact people they were looking for. The methods we chose? LinkedIn messaging, email, and calling via our own sales development representative.



Email



LI Messaging



Phone

On Rayvn's behalf, we researched their target market. This included finding people on LinkedIn with job titles like: VP, Director, and other safety titles in the construction industry throughout the U.S. and Canada.

We utilized our proven strategy to speak to safety and health managers in the construction industry that needed a "virtual command center" that allowed them to control and manage critical incidents. We were able to bring in more leads by letting them know that according to the law, they must have an emergency response plan and Rayvn can store and implement such a plan, reducing liability issues for their clients.

## The Results:

This outreach sequence resulted in 32 quality leads, 28 booked calls and at least one free trial in less than 7 months. More than that, a big part of Rayvn'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 Rayvn:

Rayvn is an online tool for the effective management of any type of critical event that allows organizations to assign tasks, collaborate, and make better decisions.

**Industry:** IT & Services

**Location:** Bergen, Vestland

**View Company Website:** <https://rayvn.global/>



## Want to Generate More Booked Calls & Leads?

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