LinkedSelling

How Usherpa Generated 22 Qualified Appointments in Just 90 Days By Outsourcing Their Sales Development Team

The Challenge:

Usherpa provides a CRM platform specifically tailored for real estate professionals. They have a specific focus on understanding what these people need to consistently build strong relationships and secure repeat business through multi-channel marketing, custom content, and automation.

Our team had been running a successful paid ads campaign for Usherpa that focused on targeting US-based real estate agents. Interested prospects entered their information in exchange for a free PDF.

As time went on, it was getting harder and harder for their internal team to keep up with the follow up process. They needed an effective way to reach out to leads that came through this campaign but they didn't have the time or resources to do it on their own.

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

The Solution:

Leveraging LinkedSelling's US-Based Sales Development Team to Call Leads & Book Appointments Over the Phone

We utilized our proprietary Cold Call Framework, that has been proven to generate high-quality appointments, to write a call script that spoke to the pain points of real estate agents. After the script was finalized, our team began to call the people who claimed the PDF.

Usherpa was able to 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

Over the course of 3 months, our team called 76 people with 22 of them booking appointments to meet with the Usherpa team! **In general, our team aims to achieve booking rates between 5% - 10% on cold calls.** For this campaign, we saw a 37.3% booking rate in just 90 days of calling.

Here are the numbers broken down by month:

MONTH 1	MONTH 2	MONTH 3
12 Pitches	37 Pitches	27 pitches
8 Appointments Set	5 Appointments Set	9 Appointments Set
66% Booking Rate	13% Booking Rate	33% Booking Rate

Working with an agency that has a proven SDR process in place was just the thing that Usherpa needed to efficiently generate appointments with their ideal prospects, all while taking the time-consuming task of prospecting and appointment setting off of their own team's plate.

About Usherpa:

Industry: Software Development
Location: Denver, CO
View Company Website: *https://usherpa.com/*

USHERPA®

Think We Can Help?

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