

# How Safeguard Technology Outsourced Their Sales Development Team & Generated 23 Appointments With Quality Prospects in 90 Days

## The Challenge:

Safeguard Technology specializes in anti-slip products (step covers, ladder covers, cable covers, etc.) for companies in the gas and oil industry. Their main goal is to help these companies prevent downtime caused by slip-and-fall injuries.

**The LinkedSelling team had been running a successful LinkedIn outreach campaign for that targeted companies with 5,000+ employees & job titles like:**

- OIM (Offshore Installation Manager)
- Tool Pusher
- Chief Mate
- Captain
- HSE
- HSSEQ
- Rig Project Manager
- VP of Jack Up Operations

Throughout the course of this campaign, Safeguard Technology realized that they 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 & LinkedSelling's 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 for companies in various industries.

Once we finalized the script and the messaging was approved, the SDR team began to call the leads that came in via the LinkedIn outreach campaign. By outsourcing this task, Safeguard Technology was able to avoid the headaches and costs that come with utilizing an internal calling team.

## The Results:

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

In just 3 months of calling leads, our SDR team pitched to 120 people, 23 of which booked appointments to meet with the Safeguard Technology team.

For this round of calling, there was an average booking rate of 19%. **In general, our team aims to achieve booking rates between 5% - 10% on cold dials.**

*Here are the numbers broken down by month:*

#### MONTH 1

**47 Pitches**  
**8 Appointments Set**  
**17% Booking Rate**

#### MONTH 2

**37 Pitches**  
**9 Appointments Set**  
**24% Booking Rate**

#### MONTH 3

**36 Pitches**  
**6 Appointments Set**  
**16% Booking Rate**

Partnering with an agency that has a tested and proven SDR process has allowed Safeguard Technology to put more focus into the business itself and making sales instead of using up valuable time on the appointment setting and prospecting process. Wouldn't you love that for your business?

## About Safeguard Technology:

**Industry:** Public Safety

**Location:** Streetsboro, OH

**View Company Website:** <https://www.safeguard-technology.com/>



## Think We Can Help?

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