

# How VRB Capital Generated 54 Booked Appointments and 19 Sales Qualified Leads in Less Than 60 Days Using a Proven LinkedIn Outreach Strategy

## The Challenge:

VRB Capital specializes in investing. They typically invest in performing and non-performing debt secured by commercial and residential properties. They work with banks and private lenders to provide quick liquidity by divesting loans collateralized by the real estate market.

Before they came to us, they had a small number of prospects but they were looking to scale. They had some traction through their own methods but they were only contacting roughly 25 prospects every week with a 1-3 email sequence and a few phone calls. They needed a way to get in front of more banks and generate more booked appointments. That's why they came to us.

## The Solution:

First, our team generated a list that quadrupled the number of prospects being contacted per week from 25 to 100. We also tripled the number of touchpoints from 5 to 16 within a 30-day period. We also added LinkedIn as a new channel to contact their prospects. For this campaign, we focused on targeting banks and credit unions for the first 8 months and then pivoted to target private lenders as well - an audience that they have never targeted before.

### ***Titles we targeted:***

- Chief Credit Officer
- CEO/COO/CFO/Chief Lending Officer
- Chief Risk Officer
- Special Assets departments

## **The Results:**

In just 60 days, we generated 54 new appointments, 19 of which turned into sales qualified leads. Throughout the 12 months that they were a client with us, we generated 108 leads, 94 booked appointments, and 33 SQLs. With the number of appointments booked and leads in the pipeline, they now have plenty of opportunities to close more high-quality clients.

Our focus is always to deliver the RIGHT prospects and the right followup sequences. Thanks to an acute sense of clarity around the messaging, the strategy, and the clientele that VRB Capital wants to work with, we've been able to do just that.



## **About VRB Capital:**

**Industry:** Financial Services

**Location:** Itasca, IL

**View Company Website:** <https://vrbcap.com>

## **Think We Can Help?**

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