

CASE STUDY: Agility Recovery Quadrupled Outbound Revenue in 6 Months

CHALLENGE: Low-quality Outbound Pipeline

SOLUTION: Carb.io Software + Consulting with Aaron Ross

CARB.IO
by Predictable Revenue

RESULTS:

- “Are We A Fit” calls jump from 41/month in July to 151/month by September
- New pipeline from SDRs from \$12,265.00MRR/month in July to \$35,438.50MRR/ month by Sept.
- 73% increase in executed demos by October

“Before we implemented CARB.IO by Predictable Revenue, only 4% of the demo’s SDRs passed turned into closed won revenue - now after six months, 22% of closed won revenue comes from SDRs; this blew away our expectations. We’re now up to 7 SDRs from 3 and will probably be at 10 by end of Q1. Before transforming our entire lead gen/qualifying process with CARB.IO, AEs couldn’t have cared less about the leads SDRs passed them. Now sales managers are coming to the sales development team begging for more.”

- Ryan Donohue, Director of Sales Development

Agility Recovery provides onsite disaster recovery solutions (office space, power, communication, computer systems, etc.) for natural and manmade disasters. Internally, they had a small disaster that needed to be solved...

Director of Sales Development, Ryan Donohue, couldn’t help but notice that the quality of leads sent over by sales development reps was so poor that AEs ignored them entirely; instead spending 70% of their time prospecting and only 30% of their time closing deals. Ryan needed to figure out a way to reverse these numbers so their AEs’ could focus on selling instead of prospecting.

After reading “Predictable Revenue”, Agility brought in Aaron Ross as a consultant to solve their outbound problem. Following the Predictable Revenue model, Aaron’s consultation outlined everything required for better results: an Ideal Customer Profile, email templates, engaging messages, proper tests, and metrics tracking in Salesforce... To implement and scale their campaign, Agility ran their outbound program on Predictable Revenue’s pipeline automation software, CARB.IO.



“What I like about CARB.IO is that it takes care of everything you need to apply the Predictable Revenue business model. With other tools we looked at, you have to come up with templates, find the right contacts to email and do a lot of the prep work on your own. With CARB.IO, we gave them our Ideal Customer Profile and they developed the templates so we didn’t have to guess what works best. It takes out so much of the admin work so the team and I can focus on how we handle conversations with our prospects, which helps us create more SQL’s for our AE’s.”

- Ryan Donohue, Director of Sales Development

Predictable Revenue Consulting, in combination with CARB.IO software, streamlined the sales process so that Agility began to see results within two weeks after implementation. Ryan noted that “What we were able to learn in a short time quickly scaled our growth”. With the Predictable Revenue model in place, Ryan’s team is now able to consistently generate Sales Qualified Opportunities (SQL’s).