



InsideView Generates 3X Pipeline with ABM Approach



Our Client

InsideView helps their clients drive rapid revenue growth by empowering business leaders to discover new markets, target and engage the right buyers, and manage customer data quality. Their AI-based B2B data and intelligence platform delivers the industry's most relevant and reliable buyer signals and, combined with InsideView's data expertise and best-in-class customer support, is trusted by the world's best performing companies.

The Challenge

Maintain Revenue Velocity and Execute an ABM Approach for Enterprise Accounts

InsideView's global sales organization needed to maintain the revenue velocity of their inbound-lead, small business sales team, while adding targeted account pursuit for their larger, more strategic enterprise deals. In the enterprise customer pursuit, buyer groups were prevalent, across multiple personas in sales, marketing, and operations.

To accomplish this, they knew they would need a strong, adeptly orchestrated sales development approach. Like most companies in Silicon Valley, the competition for sales development representatives (SDRs) was high, and turnover was an unwelcome, but expected reality. Ultimately, InsideView wanted additional resources to help them achieve higher year-over-year (YoY) revenue and growth goals, while giving them consistency with team members they could rely on to stay with strategic accounts long enough to convert them.

With their sights set on fairly aggressive revenue growth, InsideView actively looked for a third-party partner to benchmark metrics and sales productivity against their internal team and develop an outsourcing strategy to improve inside sales efficiency.

After reviewing multiple vendors, InsideView chose Televerde. The level of experience and sales development talent made Televerde the obvious choice.



Results Snapshot

Televerde SDRs contributed...

5X ROI
in 2020, creating a 27% increase

27%
of 2020 pipeline

86%
conversion from created to accepted opportunities

\$1M
in pipeline from 1 agent in only 1 year

20%
of overall closed-won

The Solution

A Revenue Growth Partner to Power Outbound Lead Generation

Putting their plan into action, InsideView made the decision to partner with Televerde for three key differentiators:

- 1. Agent Tenure:** Typical SDRs have an average tenure of 18 months. Televerde SDRs have an average tenure of 4.5 years, making them strategic allies for penetrating enterprise accounts.
- 2. Outbound Performance:** Televerde SDRs excel in outbound lead generation, exceeding traditional performance metrics.
- 3. Strategic Partnership:** InsideView's Televerde team

The Televerde SDRs prospect into three account types (SMB, Enterprise, and Strategic), engage with multiple personas, work in selling teams, and generate pipeline in four distinct ways:

- Develop outreach strategies for new prospects, breaking into new accounts to drive pipeline creation
- Increase account engagement and upsell by partnering with sales/CSMs on customer outreach campaigns
- Qualify inbound leads, booking demos and meetings to develop pipeline for sales
- Execute special programs like competitive take-out and ex-customer win-back

Key Performance Indicators (KPIs) at each pipeline stage:

Early	Mid	Late
<ul style="list-style-type: none">• New contacts• Higher program engagement• Lift in website traffic• Increase in engagement via conversational marketing (chatbot)	<ul style="list-style-type: none">• Number of meetings set• Marketing Qualified Leads (MQLs) in target accounts• Program success• Call connects	<ul style="list-style-type: none">• Higher win rates• Deeper account relationships• Number of target opportunities• Target account pipeline• Deal acceleration• Multi-product, multi-year deals

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I have never seen this level of drive, consistent performance, and high-level talent, other than from the SDR/ BDRs I have worked with at Televerde.

- KELSEY CARRICATO

Director of Sales
Development, InsideView

Along with people and processes, the right technology enables SDR success at different stages. InsideView uses Salesforce as an account, contact, and lead repository. Outreach assists in day-to-day sales activities through sequences, templates, and the ability to monitor content engagement. Highspot is leveraged as a content repository so SDRs know what content to use for each persona and sales stage. Qualified.com is the powerful conversational marketing tool the SDRs use to proactively engage website visitors. InsideView's own solutions are a reliable resource to help the SDRs enrich leads, uncover account and contact information, build lists, and do account research.

The SDR team resides under marketing allowing for tight integration with account-based pursuits. SDRs provide useful and timely feedback on demand generation campaigns, messages, and tactics. Televerde SDRs ramp quickly and deliver highly qualified sales opportunities while following InsideView's ABM flow. This ABM nurture stream ensures that the SDRs provide an engaging and personalized experience through multiple channels. The Results

By partnering with Televerde and implementing an account-based approach, InsideView has generated 3x pipeline in target accounts, improved target account engagement, and realized higher customer retention.

Today, InsideView has a blended SDR model, with internal/employee SDRs in addition to the Televerde team. This allows InsideView to "load balance" the team, promoting employee SDRs into sales roles as quickly as they are ready, and being able to "turn up" their reliance on Televerde very quickly to backfill those positions.

Additional benefits of an ABM approach powered by technology: decreased ramp time, high energy engagement, and extreme dedication from their team.



Televerde.com

