

Success With:



After 30 Days with SalesEngine

-  200+ Qualified Opportunities per Month
-  Sales Development Rep Managing Follow Up and Lead Nurturing
-  Helped Identify Valuable Target Segments Through Industry Testing

Let's Get Started

Learn how we can help grow your business today.

 matt@salesengine.ai

 www.salesengine.ai

Discover how SalesEngine scaled Payable's lead generation efforts to provide sales with a steady supply of qualified sales meetings and new deals

Opportunity

Payable is a Y-Combinator Alumni and SaaS platform that makes onboarding, managing, and paying contractors and freelancers easier. Its sales team needed a consistent supply of leads and help with nurturing deals in the pipeline that were not ready for a meeting or demo. They hired SalesEngine to generate more qualified sales leads, grow sales pipeline, and nurture leads until they are ready to be handed off to sales.

Solution

SalesEngine performed research on Payable, their target segments, and their competitors to identify ideal companies and roles to target. Our lead generation experts developed a multi-step email sequence tailored to the roles and companies being targeted and launched it in less than 2 weeks. We provided a Sales Development Rep (SDR) to help support the campaign on a day-to-day basis. The SDR helped monitor the inbox, follow up, and nurture leads that were not yet ready for a meeting or demo in order to convert leads into qualified sales meetings.

Results

We built a scalable lead generation and nurturing strategy that provided Payable with hundreds of qualified leads and a regular supply of meetings for sales. Our SDR helped convert leads not ready for sales into more qualified sales meetings. This allowed sales to focus their time on meetings, demoing, and closing deals for Payable. Through highly targeted lead lists, ongoing campaign optimization, and lead nurturing, SalesEngine helped lay the foundation for a cost-effective and scalable strategy to grow Payable's sales and drive predictable revenue.