

Google Partner Boosts Pipeline and Revenue while Ramping New Sales Team



David Moore

Director of Marketing



"We needed a more cost effective and scalable approach to build pipeline."

- David Moore -

Introduction

Wursta

Wursta is an Atlanta based consulting organization founded in 2014, with a mission to help organizations maximize their use of the Cloud. Wursta offers a holistic, collaborative approach to cloud productivity by combining the depth of cloud experience with a focus on imaginative efficacy.

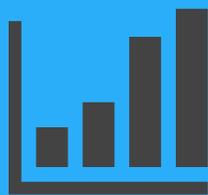
David Moore

As Director of Marketing for Wursta, David brings over a decade of experience building and executing go to market strategies for high growth organizations. As a Primer Google Cloud Partner, Wursta works to showcase the power of Google Cloud coupled with our collaboration design services. Our team is committed to driving the mission of helping companies maximize their use of the Cloud.

SITUATION



New sales team and new business model



Pipeline and revenue goals didn't adjust for the team's ramp



Could only get 1-2 touches per lead when using emails and calls

CHALLENGE

Ramping new full cycle AE's with no SDR support

Partner marketing funds in jeopardy if goals were missed

Traditional prospecting caused a pipeline gap

New Calendar 1st™ Process



Non-assigned account leads sent to nurture streams



Leads engage with marketing campaign



KRONOLOGIC

Meeting invite triggered with tailored message offering consultation

Results



20% Boost in Meeting Volume

Reps no longer chased leads down for a meeting



21% Meeting to Deal Conversion

Discovery meetings booked automatically



20% Deal Win Rate Maintained

Time saved is spent building value for prospects