

**CASE STUDY:**

# Manticore Technology Helps SalesStaff Significantly Boost Number of Leads Per Sales Rep & Delivers Positive ROI

**SalesStaff** provides demand generation services for business-to-business technology companies through the deployment and management of quota-based marketing programs. The company researches opportunities and successfully secures meetings with key executives on behalf of clients' sales teams to expand their sales pipelines and accelerate sales cycles. SalesStaff sales experts act as an extension of their clients' sales teams to identify, qualify, and set meetings with qualified prospects based on criteria set forth at the beginning of the relationship. SalesStaff clients typically have high-priced products and complex sales processes and hire them to take over the business development aspect of their marketing while their sales reps focus on processing and closing deals.

## BUSINESS CHALLENGE

SalesStaff has been utilizing email marketing for over 12 years to fill their own sales pipeline and increase brand awareness. Their platform of choice for many years provided basic email deliverability and reporting, but no lead nurturing or lead scoring functionality.

"Before we implemented Manticore, we were doing things very manually and essentially doing batch-and-blast email marketing. We knew for our business to progress, we needed to automate our marketing processes and implement lead nurturing and lead scoring," says David Balzen, Founder and CEO of SalesStaff.

### Key Findings

- » Positive ROI within two months
- » Increase in number of leads per sales rep by 30 – 40 per week
- » 20% increase in web visitors that contacted a sales rep directly

SalesStaff was searching for a way to track prospects' online activity, score those activities, and implement automatic follow-up procedures that would provide prospects with a more personal, one-on-one option for connecting with them.

## SOLUTION

After researching a variety of marketing automation providers who didn't fit their needs, SalesStaff was referred to Manticore Technology. The robust functionality, easy-to-use interface, and pricing model made purchasing Manticore an easy decision.

SalesStaff immediately began working with their Manticore Customer Success Manager to implement a lead nurturing process targeting known web visitors. Using Demand Booster<sup>TM</sup>, Manticore's drag-and-drop lead nurturing functionality, the SalesStaff team developed a follow-up plan for their ideal leads: prospects who continually visited their website.

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The follow-up process implemented automatically emailed prospects on behalf of a sales rep with a different message based on the number of times they visited the website and pages they viewed. Each sales rep received a Manticore-generated, real-time sales alert when their prospects were on the site or opened their emails.

“Our goal in creating this program was to improve our sales reps’ connect-rates and create more opportunities from inbound web leads,” Balzen recalls. “Since we implemented it six months ago, we’ve seen an increase in the number of opportunities created that originated from web visits.”

SalesStaff also wanted to give its sales team a way to prioritize incoming leads and rank them for follow-up priority. To accomplish this, they developed a lead scoring model, which assigned a score to each lead based on their demographics characteristics - how well they match SalesStaff’s ideal prospect profile - and online activity.

“Lead Scoring gave my sales team the ability to focus on the leads that had the highest probability of closing, which improved their productivity and conversion rates.” Balzen states.

#### About Manticore Technology:

Manticore Technology is a leading SaaS marketing automation solution provider that enables marketers to effortlessly move sales prospects through the pipeline through demand generation, lead management, lead scoring, and lead nurturing, while feeding their sales team invaluable insight about the interests of each lead. Manticore Technology has enterprise customers around the globe, including, CSC, Sharebuilder 401(k) and PGP. For more information visit [www.manticoretechnology.com](http://www.manticoretechnology.com) or call 1-866-Manticore. For the latest best practices on Marketing Automation, visit the company's best practices blog, [Funnel Focus](#).

#### About SalesStaff:

SalesStaff was founded by former information technology sales and marketing executives who have in-depth knowledge of complex-sales from generating the lead to closing the sale. Leveraging their understanding of technology sales, SalesStaff provides demand generation services for business-to-business technology companies through the deployment and management of quota-based marketing programs. For more information, visit [www.prosalesstaff.com](http://www.prosalesstaff.com) or call 1-888-591-8022.

In addition to increasing the number of opportunities and sales team productivity, Manticore has helped SalesStaff improve campaign performance.

By tracking which campaigns generated the highest number of converted leads, SalesStaff was able to make adjustments to other campaigns and improve overall performance.

## RESULTS

About six months after implementation of Manticore, SalesStaff reported a 20% increase in web visitors that contacted sales reps directly after receiving automated follow-up emails triggered through the lead nurturing program. Manticore has also enabled Marketing to execute more targeted, outbound campaigns, which has increased the number of leads per sales rep by 30 – 40 per week.

“With the leads generated from outbound campaigns and the web visitor lead nurturing program, we’ve doubled our sales pipeline and were experiencing ROI to the level of profitability within two months of implementing Manticore Technology,” says Balzen.

