

The story of MobieTrain's & Saleslift Studio's partnership



This collaboration began when MobieTrain started to grow rapidly and desired a valuable partner to scale even faster.

Although MobieTrain has a commercial team responsible for sales, there were several difficulties in implementing outbound sales strategies, primarily time and cost.

Thus, collaborating with a valuable partner would offer them advantages such as reliable contact, increased lead generation, faster sales growth, fewer costs, and higher efficiency. Additionally, MobieTrain could effectively obtain an advantage over their competitors by progressing toward their sales objectives while concentrating their internal resources on other important tasks, propelling their business forward.

The results of this innovative strategy, created by Saleslift Studio experts, surpassed expectations. Saleslift Studio accomplished the following activities from the beginning of September 2021 until May 2022.

- Identified & verified **1500+** leads
- Scheduled **8 -10** qualified meetings per month on average
- Moved **65%** of the meetings to the next stage of MobieTrain's sales pipeline



Challenges & Scope

MobieTrain team was determined to maintain its impressive growth rate and transform the company from a start-up into a mature company. However, to unlock its full potential, there were several pressing challenges to overcome.

Challenges

One of the major challenges MobieTrain faced was the need for rapid expansion across Europe. This expansion required a couple of new resources, and although having an internal sales team can be powerful on its own, hiring and training new salespeople is time-consuming and expensive.

Also, identifying your ICP and accessing the right prospects to start sales conversations requires great effort and knowledge. Thus, without additional support, it would be difficult to bring the right clients on board, resulting in slower growth.

Another challenge was to effectively communicate the company's objective. Although there are several learning tools available on the market, MobieTrain's competitive edge is its

primary focus on front-line employees. Considering how difficult it is for the prospects to identify the most valuable tool for their business, it required delicate handling and a well-defined target audience that could potentially lead to successful business cases.

Need

During the past few years, MobieTrain has mainly seen growth from referrals. However, they didn't have enough time to devote themselves to outbound lead generation fully. That's why they needed to kick off and scale their first outbound lead generation campaign to create a consistent flow of qualified leads into their sales funnel.



Opportunity

MobieTrain was aware of the outbound strategy's benefits. With the help of Saleslift Studio, MobieTrain could nurture and engage prospects on a more meaningful level, experiment with new tactics, and increase sales opportunities on an ongoing basis. This was a chance for MobieTrain to lock in long-lasting business relationships, promote greater awareness of its brand, and subsequently generate a greater ROI. In addition, MobieTrain acknowledged from an early stage that having a valuable partner for outbound sales can bring several positive and measurable results. In other words, MobieTrain was aware that through outsourcing sales development you can save 'x' amount of hours and money and have a predictable percentage of conversion rates. Specifically, you can avoid time-consuming processes such as recruiting, onboarding, training, and retaining employees that also come with high risk.



Why Saleslift Studio?

Saleslift Studio provided MobieTrain with flexibility adapted to their needs, both in terms of the strategy and modifications during the design phase. Also, based on the initial results, MobieTrain realized that the strategy's structure – combined with the highly personalized outreach templates – could provide them with a scalable and predictable pipeline. At the top of the funnel, educating potential clients was essential. A discovery phase laid the foundation for the Saleslift Studio team to share as much information as possible about their business, services, target ideal prospects, and other details.

Saleslift Studio's omnichannel approach to lead generation was exactly what MobieTrain needed. Together, we started building outbound campaign strategies from scratch that led to a successful first version through which MobieTrain managed to develop and expand its outreach immediately. Having the first version as a foundation, we could then duplicate the campaign and later do any necessary readjustments to improve it even further.

Personalized messaging was also a big selling point. To ensure that outbound messages were as relevant as possible, SDRs conducted in-depth data research into every lead to customize outreach. In addition, Saleslift Studio experts used A/B testing – along with metrics such as email response rates and bounce rates – to find out what worked best, so they could replicate it across the campaign.



Partnership success

MobieTrain and Saleslift Studio's partnership achieved its primary goal of reaching numerous prospective customers who best suit MobieTrain's ICP. By delegating outbound prospecting to Saleslift Studio, MobieTrain's internal team was able to focus their efforts on converting the scheduled meetings into successful opportunities in their pipeline.

In addition, both teams gained valuable insights by targeting various industries such as retail, construction, hospitality, e-commerce, and healthcare, that could be profitably prospected.

This collaboration illustrated the importance of reaching out to a diverse range of prospects across industries and countries. It's also an excellent example of how Saleslift Studio's versatile and adaptable approach to outbound sales campaigns helped MobieTrain quickly obtain qualified business meetings and acquire new clients.

The combination of expertise and energy resulted in a fruitful and collaborative partnership in which both teams worked together to carry out an effective outbound sales campaign to approach MobieTrain's target audience.

Beyond the high-quality meetings scheduled so far, MobieTrain's collaboration with Saleslift Studio will continue to add value and have a long-term positive impact on the company.

Results

Saleslift Studio's campaign with MobieTrain has been running for nine months, from September 2021 to May 2022. Throughout this period, Saleslift Studio's team has stayed committed to optimizing its processes, constantly searching for better signals and more traction.

During this time, the teams communicated daily via email and Slack and met biweekly. The Saleslift Studio's team has utilized these meetings to explain how the campaign is going and present MobieTrain with real-time metrics and statistics. These check-ins provide an optimal opportunity to adjust the campaign as needed. Also, once a month, we hold an evaluation meeting to see if the goals are reached.

Today, the campaign is still being improved, and over 70 qualified appointments have been scheduled, a staggering result for both MobieTrain and Saleslift Studio. MobieTrain manages to convert many of these appointments, which leads to a natural and significant increase in the potential clients in the sales pipeline.



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