



Mobietrain Case Study



2023

SALES LIFT  STUDIO

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

The path that led to this collaboration began when MobieTrain started to grow rapidly and wanted to have a valuable partner to scale up even faster.

Although MobieTrain has its own commercial team responsible for sales, there have been several difficulties in implementing outbound sales strategies, mainly time and cost-related.

Thus, collaborating with a valuable partner would offer them plenty of benefits, such as:

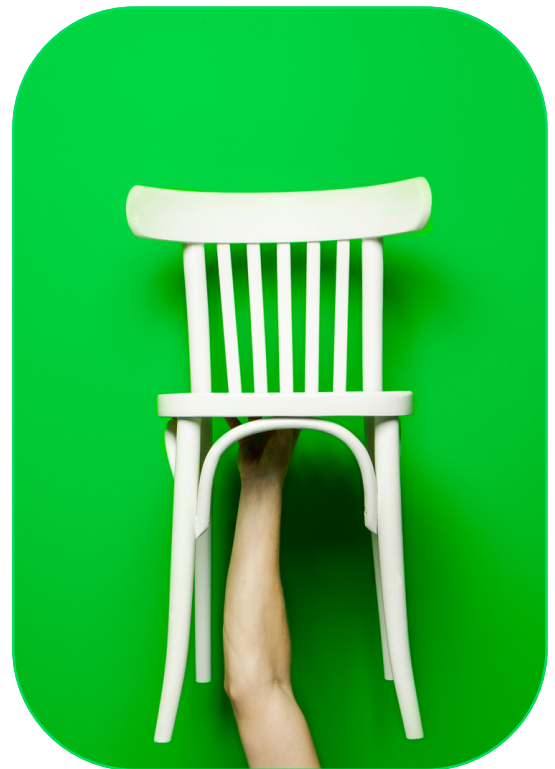
- **Reliable contacts from lead generation**
- **Faster sales growth**
- **Fewer costs**
- **Higher efficiency**

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.

Key takeaways

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

- **Identified & verified 1500+ leads**
- **8 - 10 qualified meetings per month on average**
- **65% of the meetings moved to the next stage of MobieTrain's sales pipeline**
- **Within the first 3 months of the collaboration, MobieTrain closed the first deal**



"The first impression we got from Saleslift Studio was amazing because through their strategy - tailored to our needs- we managed to schedule meetings with our sweetspot prospects in Retail and Hospitality. Subsequently, we started to expand and develop this strategy which eventually led us to start having success"

Joost Hofstee, Country Director
Netherlands at MobieTrain

Challenges & Scope

MobieTrain's team was determined to maintain its impressive growth rate and transform the company **from a start-up into a mature company**. However, in order 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 new salespeople and training them is time-consuming and it comes with high costs.

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 onboard, resulting in slower growth.

Another challenge was to **communicate effectively the company's objective**. Although there are several learning tools available in the market, MobieTrain's competitive edge is that its primary focus is on front-line employees. Considering how difficult it is for the prospects to identify the most valuable tool for their business, their approach required a **delicate handling and a well-defined target audience** that could lead to successful business cases.

"Outbound is our main priority. Once we are at the table with the prospects we can then explain to them what we are exactly doing"

Joost Hofstee, Country Director
Netherlands at MobieTrain



NEED

During the past few years, MobieTrain had seen growth mainly 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 get 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, experimenting with new tactics, and increasing 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 also measurable results. In other words, MobieTrain was aware that through outsourcing you can save an 'x' amount of hours and money, have a predictable percentage of conversion rates and more 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 both in terms of the contract 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 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, it was easier then to duplicate this campaign and later on 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 or not 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, including HR, Operations, L&D Managers, Directors, CEOs and founders who can be profitably prospected.

This collaboration became a great example of 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** helped MobieTrain to quickly obtain qualified business meetings and consequently **acquire new clients**.

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



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.

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 stayed committed to optimizing its processes, constantly searching for better signals and more traction.

During this time, the teams have been **communicating daily** via email and Slack and **meeting biweekly**. During these meetings, the Saleslift Studio's team explained how the campaign was going and presented MobieTrain with real-time metrics and statistics. These catch-ups provided a great opportunity to adjust the campaign as needed. Also, once a month we held an evaluation meeting to see if the goals were 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 managed to convert many of these appointments, which naturally led to a significant increase in the potential clients to the sales pipeline.



“Saleslift Studio helped us to be more scalable, have a stable basis, have the flexibility to scale up and expand to other countries, and make the whole process more predictable”

Joost Hofstee, Country Director
Netherlands at MobieTrain



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