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RareAgent Helps Bulldog Solutions Convert Leads into Revenue

When online marketing agency Bulldog Solutions set out to fill the sales funnel and tackle its target prospects – the top 40 companies with more than one billion dollars in revenue – they quickly discovered they needed some outside help.

Building the sales pipeline with these high-profile accounts would require a lot of legwork. The company needed an experienced resource to research the target accounts, identify key decision-makers, and gain a clear understanding of these buyers' most painful business challenges.

The Challenge

Not only did Bulldog Solutions lack the manpower internally to reach out to these executives, but many salespeople lacked the expertise to call high enough within the accounts. They did not have the resources, skill set or time required to effectively research and gain access to the right executives. Salespeople needed to increase opportunities in the pipeline and shorten the length of time it took to close new business, but they struggled to get their foot in the door.

The RareAgent Solution

RareAgent's experienced sales agents were able to launch an effective calling campaign to reach the right executives within the target account list. The right contacts were identified and their individual buying pains uncovered. RareAgent's agents researched past executive behaviors using social media and other outlets and were able to have thoughtful conversations with prospects to move them forward to the next step of the sales cycle. They were able to schedule initial executive-to-executive calls with decision-makers in the target companies and Bulldog Solutions representatives and continued to manage the calling campaign and nurture the leads on a monthly basis.

Results

As a result of RareAgent's work, Bulldog Solutions was able to access the right executives with the purchasing power and influence to close the deal. Just five months after enlisting RareAgent's help, the company closed a \$600K deal with a leading telecommunications company. The contact within the target account attributed RareAgent's efforts to keeping Bulldog Solutions in the forefront of executives' minds throughout the decision-making process.