

Serving Every Level of the Public Sector: Driving Down Costs for MicroPact

Introduction:

Government agencies at the federal, state, and local level need efficient, dependable case management — and that’s what MicroPact provides. Through a low-code application development platform, MicroPact enables agencies to streamline processes from regulatory enforcement to background investigations to veterans’ benefits claims.

MicroPact already had an expansive reach and large customer base. However, the company was always looking for ways to improve its processes and make the most of its resources. **Specifically, MicroPact was interested in seeing if an outsourced sales development team could outperform its current internal team.**

With such a wide range of customers, MicroPact needed a team of SDRs that was nimble and adaptable and could speak to the specific needs of each agency — no matter its size or function. To provide that team, MicroPact turned to memoryBlue.

Business Challenge:

MicroPact had internal sales development resources, but the company didn’t want to rest on its laurels. “We’re always looking to optimize our processes,” said Bob Ragsdale, vice president of marketing at MicroPact. “We were curious to see if someone else could do it better.”

However, outsourcing sales development functions is challenging for a high-tech company like MicroPact, whose solutions are long-term investments. “Customers are investing in our products for a minimum of five years; they ask tough questions,” explained Ragsdale.

About MicroPact:

MicroPact delivers powerful, adaptive, commercial off-the-shelf (COTS) solutions to the public sector. Today MicroPact solutions serve 98 percent of U.S. states, 97 percent of federal agencies with 500 or more employees, and enjoy a 97 percent annual renewal rate.

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Sales representatives must have a deep understanding of not only the technology, but also each prospect’s specific agency.

Whether they were speaking to a state department or federal agency, the SDRs needed to be able to communicate how MicroPact’s solutions would specifically benefit that group.



The Solution:

Ragsdale had worked with memoryBlue previously — both at MicroPact and in a prior position at another company. He considered other outsourced sales development providers as well, but ultimately, he went with the team he was familiar with and knew could deliver on its promises: memoryBlue.

Shortly after making the decision to partner with memoryBlue, MicroPact merged with Iron Data Solutions, Inc. Iron Data had a large presence at the state and local level — something MicroPact lacked. That became memoryBlue's first campaign: getting the MicroPact name in front of its target audience as a newly merged company.

"It was a huge, light-touch campaign," said Ragsdale. "They called 18,000 individuals."

From there, the partnership pivoted toward more targeted campaigns — for example, a campaign that focused on systems that help manage reasonable accommodation claims or background investigations.

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Results:

Through the initial light-touch campaign, the memoryBlue team drove meaningful results. "They dramatically drove down the cost of a first meeting," said Ragsdale. **By partnering with memoryBlue, an initial meeting costs about 30 to 50 percent of what it would cost otherwise to get those meetings with an internal sales team.**

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Part of that success can be attributed to carefully chosen SDRs for MicroPact's campaigns. "We work hard to understand the specific needs of a client and assign SDRs accordingly," said Stacey Suggs, delivery manager at memoryBlue. "MicroPact needed SDRs who could nimbly adjust in a conversation, stay organized, learn quickly, and jump in and put up numbers right away."

In addition, both companies were committed to collaborating on messaging. This was especially important because of the variety of agencies that MicroPact was targeting; positioning to the state police, for example, was different than positioning to a federal agency. Each campaign required different messaging and background information.

"We worked together to figure out how to reposition and attack the market," said Kristen Wisdorf, managing director at memoryBlue. "Our partnership has been very hands-on and very transparent. They are open to feedback from the SDRs, and that speaks volumes about our partnership."



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MicroPact also gained flexibility to make changes to its sales efforts. "It's much easier to scale the team up or down," said Ragsdale. **"We can contract the team and add more SDRs when we need to do more work."**

Throughout the partnership, one element that stood out was memoryBlue's open communication and commitment to meeting MicroPact's needs. "It didn't matter what time of the day or evening, the team was very responsive," said Ragsdale. "And they're very complete in their communications. They're proactive in letting me know if the team is facing barriers, so we can figure out how to work around it."

About memoryBlue:

memoryBlue is a sales development consulting firm based outside of Washington, D.C., that specializes in helping a wide range of high-tech clients accelerate new business growth. With nearly two decades of proven results, businesses trust the firm to help gain a competitive advantage in the reach and effectiveness of sales development efforts. The company has worked with over 850 high-tech companies to provide outsourced sales development services, sales management expertise and strategic sales talent acquisition assistance.

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