

# Generating Over \$30million in Pipeline for Accolite

## Introduction:

Accolite Digital specializes in digital transformation solutions for enterprises across various industries. Despite their expertise, Accolite faced challenges in scaling and managing their sales campaigns, and their internal teams struggled to achieve the same performance level as specialized outsourced vendors. To address these issues, Accolite partnered with memoryBlue, a sales development firm renowned for its expertise in lead generation and sales development.

This case study explores how memoryBlue tackled Accolite's challenges through a comprehensive and strategic approach. By leveraging multi-channel outreach, account-based prospecting, and specialized messaging, memoryBlue aimed to engage potential clients, generate high-quality leads, and drive revenue growth for Accolite. The collaboration not only enhanced Accolite's market presence but also demonstrated the value of targeted and effective sales development strategies in overcoming complex business challenges.

## Business Challenge:

Accolite required assistance from an external sales development team due to its lack of resources to undertake and manage pipeline generation campaigns at the required scale.

The company wanted to increase sales across both regions, EMEA and North America. Accolite felt like it was missing out on clients who were unaware of its solution and value propositions, therefore making buyer education an important part of its desired campaigns.

## About Accolite:

Founded in 2007, Accolite is a leading technology company offering digital product engineering, cloud, DevOps, data & AI and customer experience services. The business is dedicated to driving digital transformation for enterprises across various sectors, including financial services, healthcare, technology, telecom, and insurance. Accolite announced its merger with Bounteous in 2024, bringing together over 5,000 employees across EMEA, APAC and North America.

## The Goal:

The main objective was to undergo a targeted outbound campaign tailored to specific regions, verticals, and an ideal customer profile (ICP) determined by Accolite. The primary regions for this campaign were EMEA and North America, with our teams engaging with companies within the Technology sector, Independent Software Vendors (ISVs), Banking, Financial Services, and Insurance sectors.

Our outreach was directed mainly towards high-level positions, targeting Directors and above within the domains of Data, DevOps, Customer Experience (CX), Digital Transformation, and Innovation.

Our teams also targeted organizations showing interest in employing generative AI technologies to improve workflow efficiency and productivity, especially those that were not yet fully leveraging their data potential and lacked expertise in crucial areas.

 **The Solution:**

- **Multi-Channel Sales Outreach:** We implemented a multi-channel outreach strategy that combined email, LinkedIn and calling cadences, tailored to each individual targeted in the campaign. This approach allowed our team to effectively communicate Accolite's value proposition to prospects across the targeted regions and verticals, ensuring that our message resonated well and reached the intended audience through their preferred channels.
- **Account-Based Prospecting:** We aimed to generate meetings with champions at key organizations before converting these opportunities into Sales Accepted Leads (SAL) via account-based prospecting. This strategy focused on leveraging insights from initial meetings to target individuals with a higher level of authority within the same organizations. The aim was to identify and connect with decision-makers directly involved in projects that could benefit from Accolite's services, therefore increasing the chances of conversion due to the need for the solution.
- **Emphasizing Quality & Creating Urgency:** We focused on only putting leads forward with genuine need and interest in Accolite's services. This ensured that our team focused on the quality of leads rather than the quantity.
- **NROG Qualification Criteria:** We utilised the NROG qualification framework to ensure that our efforts were focused on the most promising leads with the highest likelihood of conversion. The criteria included identifying a clear Need or pain point, ensuring the Role or title of the prospect matched our ICP, gauging the Openness of the prospect to have a discussion, and confirming the Geography was within EMEA or North America. This targeted approach helped prioritize efforts and resources for leads with the highest conversion potential.
- **Tailored Messaging:** In our outreach efforts, we focused on tailored approaches and value propositions to resonate with the specific needs and interests of potential customers. This meant avoiding a 'one-size-fits-all', overly scripted approach in favour of personalization. This targeted messaging approach ensured that our outreach efforts were highly relevant and engaging to the intended audience.
- **Implementing Video Messages:** To enhance engagement and personalize our outreach further, we committed to sending a minimum of 10 video messages through LinkedIn.

 **Results:**

The campaign started in September 2023 and as of February 2024 has two full-time dedicated Sales Development Representatives in America and three in EMEA, plus team management.

We've delivered:

- **Over \$30 million in pipeline opportunities across EMEA and NAM**
- **12 pipeline opportunities**
- **Over 12 qualified meetings with decision-makers across EMEA and North America**

**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 globally.

With nearly two decades of proven results and offices worldwide, 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.