

CentralSquare: B2G Lead Generation Services

Introduction:

For over two decades, memoryBlue has been a trusted partner for businesses navigating the complexities of Business-to-Government (B2G) sales. With a focus on generating high-quality leads and driving revenue growth, memoryBlue leverages industry expertise and proven tailored methodologies to help organizations succeed in the government sector.

CentralSquare turned to memoryBlue to enhance its public sector lead generation efforts. Over a 33-month partnership, memoryBlue deployed a dedicated team of SDRs who not only met but exceeded expectations, leading CentralSquare to eventually hire-out nine SDRs onto their internal team. This collaboration resulted in 988 outbound Sales Qualified Leads (SQLs) with an impressive average lead score of 8.8/10 based on client feedback.

About CentralSquare:

CentralSquare is a leading provider of public sector software solutions designed to enhance efficiency, deliver actionable insights, and facilitate collaboration between agencies and citizens. Its software solutions streamline workflows, enabling public sector entities to optimize operations, improve decision-making, and better serve their communities. CentralSquare's products are widely used across various government sectors, including law enforcement, public safety, local government administration, and education.

Business Challenge:

Selling to government agencies presents a set of unique challenges when compared to B2B sales, including lengthier sales cycles, complex procurement processes, and the need for precise alignment with government budgets and regulations.

For CentralSquare, they required:

- **Quick Results:** Despite the long sales cycle, CentralSquare needed to demonstrate early success in terms of ROI within 12 to 18 months.
- **Resource Efficiency:** With limited internal resources, CentralSquare required a focused and efficient approach to lead generation.
- **Targeted Outreach:** Identifying and engaging the right decision-makers within diverse government entities, ranging from local governments to educational institutions.
- **Pipeline Development:** Building a strong pipeline that could sustain long-term growth while navigating the challenges of government procurement processes.

Given the complexity of the public sector market, CentralSquare needed a partner with specialized expertise in B2G lead generation to help overcome these hurdles at a fast yet effective pace.

The Goal:

CentralSquare aimed to achieve a positive return on investment (ROI) from their public sector sales efforts while facing an average sales cycle of 12–18 months. The primary objective was to build a robust pipeline, secure high-quality meetings with key decision-makers, and convert these opportunities into significant revenue. CentralSquare sought to accomplish this within a challenging timeline, looking to generate substantial pipeline value, a positive ROI, and close deals within this time frame.

 **The Solution:**

CentralSquare partnered with memoryBlue to utilize our expertise in public sector sales and lead generation. Initially, eight SDRs were assigned to the CentralSquare account, with the team eventually expanding to nine SDRs due to the program's success. The SDRs were responsible for researching, identifying, and engaging key government stakeholders across a wide range of selected public sector accounts.

memoryBlue's personalized approach included:

- **Rapid Initial Engagement:** To ensure early momentum, the SDRs focused on quickly identifying and engaging high-potential leads.
- **Strategic Targeting:** The SDRs meticulously researched and prioritized government entities that aligned with CentralSquare's offerings, reaching out to decision-makers in accounts such as Woodstock, IL; Arkansas County; University of Central Missouri; Tempe; Omaha; and Charlotte.
- **Consistent and Tailored Outreach:** The memoryBlue team designed and executed outreach strategies tailored to resonate with public sector stakeholders. This involved crafting messages that addressed the specific challenges and needs of each government entity, ensuring that the leads generated were highly relevant and likely to convert.
- **Pipeline Development:** The SDRs focused on building a strong pipeline by setting up meetings with key decision-makers and nurturing these relationships over time. This approach was critical in managing the long sales cycles typical in the public sector, laying the groundwork for substantial future opportunities.

As a result of this strategic collaboration, CentralSquare has not only achieved fast results within the desired time frame, but is also positioning itself for sustained success in the public sector.

 **Results:**

The partnership between CentralSquare and memoryBlue delivered impressive outcomes over the 33 months of working together:

- **988 Outbound SQLs:** The team successfully generated nearly 1,000 SQLs, each carefully qualified to align with CentralSquare's sales objectives.
- **Early Success and Continued Growth:** The rapid success in the first 90 days set the stage for continued achievement, with 138 SQLs generated in that initial period alone, averaging 5.75 meetings per month per SDR.
- **Pipeline and Revenue Impact:** Within two years, CentralSquare saw \$57.6 million in pipeline value, with \$42.3 million still open. The company also closed \$836,000 in Annual Recurring Revenue (ARR) and has \$3.7 million slated to close.
- **Meetings with Key Accounts:** The SDRs executed targeted outreach campaigns to secure meetings with key target accounts such as Woodstock, IL; Arkansas County; University of Central Missouri; Tempe; Omaha; and Charlotte.
- **Strategic Hiring:** Impressed by the performance and expertise of the memoryBlue SDRs, CentralSquare chose to hire all nine SDRs into their internal sales team, solidifying the long-term value of the partnership.

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.