Motorola Solutions: B2G Lead Generation Services

🤝 Introduction:

With years of expertise in outsourced Business-to-Government (B2G) sales, memoryBlue has become a trusted partner for organizations aiming to penetrate the complex public sector market. We specialize in B2G lead generation, helping businesses identify and engage government agencies, generate high-quality leads, and achieve substantial revenue growth. Our deep industry experience and proven sales methodologies have empowered numerous companies to secure valuable government contracts.

Motorola Solutions partnered with memoryBlue to overcome the challenges of selling into the public sector. Over a 20-month collaboration, memoryBlue deployed a team of five Sales Development Representatives (SDRs) to drive Motorola Solutions' B2G sales efforts. The partnership yielded impressive results, including 1,339 outbound Sales Qualified Leads (SQLs) with an average lead score of 9.1/10 based on client feedback.

🪪 About Motorola Solutions:

Established in 2011, Motorola Solutions is a global leader in creating mission-critical communication solutions and services designed for public safety and commercial customers. With a strong presence in both sectors, Motorola Solutions provides innovative communication tools that ensure safety and efficiency, including two-way radios and public safety radio systems for law enforcement.

Solutions include voice and data communications products and systems, secure public safety software, and managed services that enable both first responders and enterprise customers.

🚩 Business Challenge:

Securing contracts within the public sector is notoriously challenging due to its highly regulated and complex nature. Government agencies operate under stringent procurement processes, often subject to frequent changes in priorities, budgets, and decision-makers.

For Motorola Solutions, this meant overcoming several hurdles:

- Complex Procurement Processes: Navigating the intricate procurement procedures required to win government contracts.
- Budget Constraints: Aligning sales efforts with the often-limited and highly scrutinized budgets of public sector agencies.
- Resource Allocation: Efficiently allocating resources to identify and engage the right decision-makers within government agencies.
- Long Sales Cycles: Managing the extended sales cycles typical in the public sector, which can stretch over months or even years.

Given these challenges, Motorola Solutions recognized the need for a partner with deep expertise in B2G lead generation who could drive their public sector sales efforts effectively.

🚩 The Goal:

Motorola Solutions sought to expand its footprint within the public sector, particularly by securing contracts with federal, state, and local government agencies. The goal was to identify and engage decision-makers within these agencies, set up high-quality meetings, and ultimately increase the number of government contracts won by Motorola Solutions. This required a focused and specialized approach to lead generation, tailored to the unique dynamics of B2G sales.

💡 The Solution:

Motorola Solutions chose memoryBlue for our proven track record in B2G lead generation, as well as our ability to navigate the complexities of government sales. We allocated five dedicated SDRs to research, identify, and engage with key decision-makers within government agencies, including Chiefs of Police, Lieutenants, Sheriffs, and Directors of Communications.

The SDRs executed targeted outreach campaigns to connect with these influential personas and set up meetings with key accounts such as Boulder County Sheriff's Office, Grover Beach Police Department, New Bedford Police Department, and Concordia University.

memoryBlue's tailored approach included:

- In-depth Research: Identifying and prioritizing the most relevant government agencies and departments for Motorola Solutions' offerings.
- Database Management: Building and maintaining a comprehensive database of contacts within these agencies.
- Targeted Outreach: Crafting and executing outreach campaigns designed to resonate with public sector decision-makers.
- Meeting Scheduling: Securing high-quality meetings with key stakeholders to advance Motorola Solutions' sales efforts.

memoryBlue's dedicated and strategic approach not only facilitated meaningful connections with key government decision-makers but also positioned Motorola Solutions for sustained growth and success in the public sector.

📈 Results:

The collaboration between Motorola Solutions and memoryBlue resulted in a significant increase in public sector engagement and sales opportunities. Over the 20 months, memoryBlue's team of SDRs achieved the following:

- 1,339 Outbound SQLs: These high-quality leads were generated through persistent and targeted outreach efforts.
- Average Lead Score of 9.1/10: Client survey feedback reflected the high quality and relevance of the leads generated, demonstrating memoryBlue's effectiveness in understanding and addressing Motorola Solutions' needs.
- Strategic Meetings Set: The team successfully scheduled meetings with influential public sector personas and key accounts, including Boulder County Sheriff's Office, Grover Beach Police Department, New Bedford Police Department, and Concordia University.

Through this partnership, Motorola Solutions was able to significantly expand its reach within the public sector, securing valuable meetings that paved the way for future government contracts.

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.