

PIPELINE

AS A SERVICE

In 30 days we will establish a SDR team in any market, anywhere, to deliver rapid and sustainable sales growth. Our proven playbooks, processes and technologies integrate quickly and painlessly with your inside sales operations. So there's no drama, no delay and no wasted time and money. Just a total focus on building a pipeline of opportunity for you to close.

HOW WE DO IT

RAPIDLY BUILDING MOMENTUM

We design a Go-to-Market strategy with compelling buyer storylines that incorporates your unique vision and proof points with industry insight and DWCC experiences.



Expert team of SDRs 100% focused on delivering results through training on sales processes, research and engagement with industry leaders to build momentum around your offering.

MARKET INTELLIGENCE AND PIPELINE DEVELOPMENT

We deliver your story and provide detailed feedback on how this is received by target buyers. We expect 50% of contacts to express interest which we respond to. Then we create a qualified sales lead in your CRM system with relevant details to enable you to pursue them with confidence.

Based on ongoing discussions, qualification and our experience of building a compelling dialogue, we build and maintain a consistent pipeline.

This depends on how compelling your story is and how well it connects with buyer needs and motivation to take action.

TYPICAL PIPELINE

Awareness

50%

CONVERSION TO
MARKETING
QUALIFIED LEAD

Interest

20%

CONVERSION TO
DISCOVERY CALL

Desire

60%

CONVERSION TO
SALES ACCEPTED
OPPORTUNITY

Action

25%

SALES CLOSE



YOUR DWCC TEAM

WE'VE GOT YOU COVERED

Practice Lead

Coordinating & enabling teams and working stakeholders to ensure milestones are met

RevOps Lead

SMEs assigned to support establishing necessary CRM reports, health checks and data quality, inbound management

Talent Acquisition

Experienced team ensuring the right candidates with the right skills in the right region

Design Consultants

Industry GTM team, assigned to design, build, and maintain playbook

Dedicated SDRs

Executes outbound/inbound campaigns

Executive Sponsor

A DWCC founder who has lived the startup journey and is on hand for any concerns or questions



COMMUNICATION STRATEGY

COLLABORATIVE, CONSISTENT & MEANINGFUL



It's critical to share intelligence and experience to ensure results meet expectations and this is what we excel at. Regular updates and reviews through the design phase.



Weekly Report and Review with your sales and marketing team to discuss activity levels, successes (leads and meetings booked) challenges (pushbacks, barriers to progress) and market intelligence.



Monthly Report and Review to look at process effectiveness, data and trends, KPI's, outcomes, success and challenges.

Quarterly Business Review to look at quarterly outcomes and agree strategy the next quarter.

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Experience the power of a well-structured and thriving sales operation.

GET IN TOUCH →

