



GALLUCCI VENTURES

SALES CONSULTING



Case Study: Increasing meeting volume 4X

How Statusphere increased meeting
booked rate through outbound sales
strategy & training

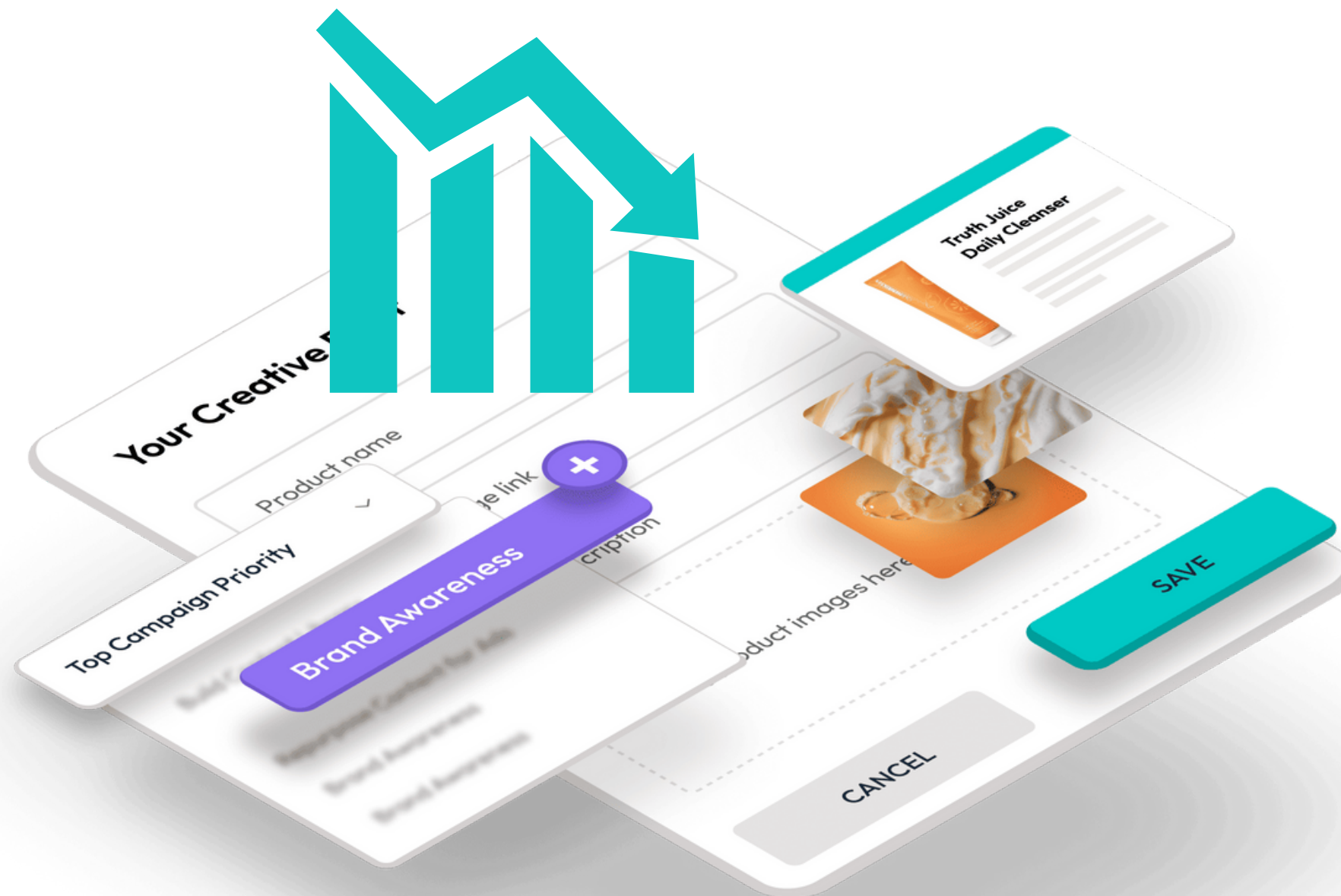


STATUSPHERE

The Problem

Statusphere Founder and CEO Kristen Wiley crafted a winning outbound sales sequence that worked well for closing sales in the early days. She built a team, led by SDR Manager Andrea Laubscher, to run that same sequence at scale.

This worked well for Statusphere for awhile, but over time the results started to diminish and the team wasn't booking the volume of meetings needed to achieve revenue targets for the company.



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The Scope of Work

Prepared for:  **STATUSPHERE**

Outbound Funnel Analysis

After a detailed outbound funnel analysis, it was identified that the meeting booked rate was the biggest metric in the outbound funnel to have decreased within the last few months.

A strategy was put together to increase meeting booked rate and close this gap.

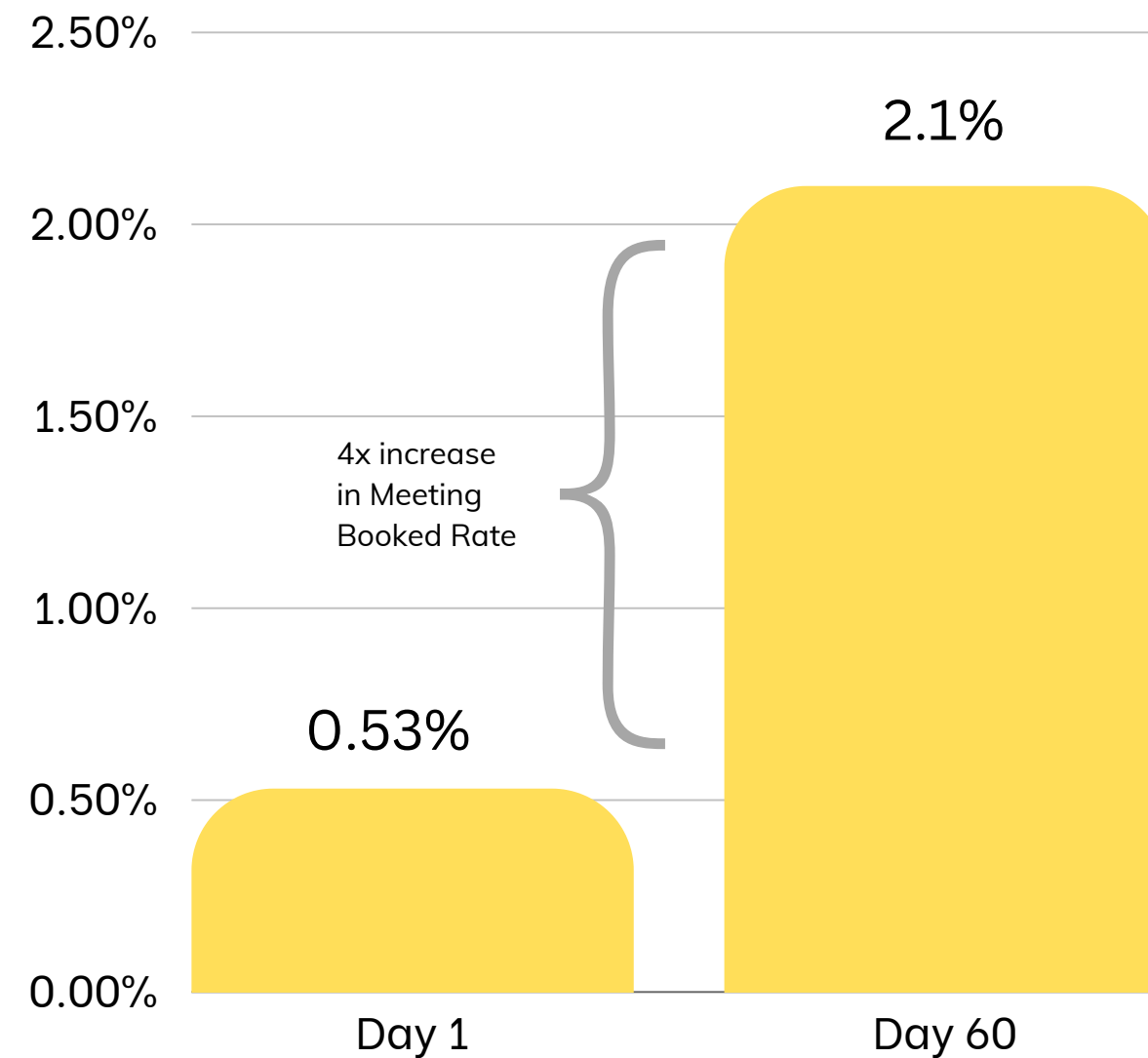
Training and Coaching

- Build and execute 3x custom team workshops covering the latest industry best practices for outbound
- Conduct 1:1 sequence coaching sessions with SDRs to analyze results, refine sequences and reinforce new skills

A/B Testing

- Create, run and manage team wide A/B tests in Hubspot
- Training for the SDR Team on how to run their own A/B sequence testing in Hubspot
- Analyze results & refine sequences

Meeting Booked Rate



The Results

4x Increase in Meeting Volume

- After 60 days, outbound sequence meeting booked rate moved from 0.53% to 2.1% on average across the team.
- That's the equivalent of the team producing 20 meetings booked per month versus 80+



Andrea Laubscher
Sales Development Manager

Testimonial

“From the funnel analysis to the training and workshops Janel built, I could not have asked for a better consultant to go on this journey with. The programming she created for our Account Executive, Sales Development, and Customer Success Teams made a real-time difference for us. Through role plays, certifications, presentations, and her meticulous attention to detail, it truly set a new standard for training for our team.

As a direct result of the training, my outbound SDR team increased our meeting booked rate by over 3x.”

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**Are you a founder looking to scale
and optimize your sales team and
grow revenue? Let's talk.**



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