

Big wins

- ▶ Our meetings had a 67% opportunity creation rate
- ▶ Provided the operational and data expertise needed to locate Bevi's target accounts and decision makers
- ▶ During the first 12 weeks on the project, our appointments resulted in \$588,000 worth of pipeline for Bevi.
- ▶ Not only did we need to pinpoint the decision maker at each company, we had to create demand for a product that most had never heard of.

Learning by doing, and making an impact

Generating half a million in pipeline during the first quarter for Bevi

Since their founding in 2013, Bevi has challenged the traditional office water cooler by providing customizable, high-quality, all-natural flavored beverages, all while reducing your carbon footprint. With a growing emphasis on employee health and well-being and a fresh round of venture capital, the time had never been better for Bevi to begin scaling beyond their Boston roots.

How do you get the outbound results you're looking for if you've only prioritized inbound in the past? Enlist the help of your partner in growth.

Alleyoop's expertise in demand generation and creative marketing made it the clear choice for growth-minded Sean Grundy, Bevi's CEO and Co-founder.

Challenge

Our goal was to grow their client base in the New York and Seattle metropolitan areas, but who makes the water cooler decisions at those companies? Who makes water-cooler decisions at any company? Not only did we need to pinpoint the decision maker at each company, we had to create demand for a product that most had never heard of.



Sean Grundy

Co-Founder and CEO, Bevi

"Alleyoop provided me with a turn key sales development solution at a critical time in my business. We were able to onboard and ramp quickly, seeing significant results in the first 90 days"

Marketing & Sales Services

- ▶ Phone script creation
- ▶ Lead qualification and insights
- ▶ Multiple digital engagement sequences developed for target persona
- ▶ Professional photography and explainer videos filmed with studio lighting
- ▶ In-office video studio for high-caliber personalized sales videos reps integrated into outbound emails
- ▶ Database enhanced through Alleyoop's lead generation services

Solution

This is where we step in and provide the ultimate assist by doing the heavy data lifting, running the play and sharing findings with you. We operate on our brand value of "learning by doing". By reporting on each and every interaction, we sculpt the perfect outbound process for your business.

Our operations team began a rigorous data sourcing project. Our content writers wrote sales-focused digital content. Customer success worked with Bevi as well as our internal sales reps to train them on the project. Our marketing team used video of our own Bevi machine to create demand for the product, showing prospects the environmental benefits and increase in employee productivity. Sales representatives used personalized video to introduce themselves to prospects. As a team, we began a coordinated, multi-touch sequence that translated into over a half a million in pipeline.

We set up over 80 discovery calls for their inside team and taste tests for their field reps within the first quarter, but meetings aren't a success metric for Alleyoop. Revenue opportunities are the true measure of success. Our quality plays produce industry-leading meeting-to-opportunity rates. Your wins are our wins. 67% of the meetings we set turned into pipeline opportunities for Bevi, and that is a stat worth raising your glass (of flavored water) to.

Results within 12 weeks

one quarter

\$588,000

in pipeline opportunity

80+

accepted meetings

67%

opportunity creation rate