

LAN3 RAMP UP YEAR-END SALES ACTIVITY TO SMASH THE NUMBERS WITH BABELQUEST'S FRICTIONLESS SELLING STRATEGY

CASE STUDY

How one enterprise-level business maximised the value it was getting from HubSpot to improve its inbound marketing results, generate more qualified leads, and position itself as a true market leader

THE CHALLENGE

Eight weeks ahead of the year-end, Sales Director Steve Thompson wanted to launch a campaign to close as much additional business as possible and smash their gross profit targets.

THE PROCESS



FEEDBACK

"The two biggest things for me both kicked in at the end of week 2 of the campaign. First, the Task Queue function was like putting me on steroids - it was so much easier to smash the activity targets. Second, when you speak to someone for the first time after they've watched your video, they act like they already know you. That's a total game-changer."

Scott Daly, Business Development Manager, LAN3

ACTIONS



TOOLS



RESULTS

