

FounderScale Develops Customized Sales Enablement Solution to Boost Selling Results

At a glance

CHALLENGES

- Continuity of existing strategies
- Potential Output Gaps
- Outdated Sales Enablement

BENEFITS

- Increased LinkedIn engagements
- Gained content traction
- More qualified inbound leads
- Shorter sales cycle

"At Idenhaus, we had multiple sales components in place that we were managing internally. We had outbound prospecting, sales content, and business development resources. However, we knew we needed to devise a plan to connect our existing strategies and fill in any potential gaps for more cohesive output." -- Hanno Ekdahl, CEO and Founder




THE CHALLENGE

Idenhaus Consulting specializes in customized identity management and cybersecurity solutions for enterprises across a multitude of industries, fields, and verticals. A leader in identity access management (IAM) services, Idenhaus develops robust, innovative, and scalable cybersecurity strategies that are easily implemented. Most importantly, Idenhaus empowers its clients to identify and eliminate online threats as well as safeguard sensitive data intelligence while still supporting and growing their operations.

In addition to creating effective cybersecurity and identity access management strategies, Idenhaus prioritizes customer service excellence, maintaining a high client retention rate with its partners. The company relied on its existing network and outbound sales efforts, including cold calls, to generate new business and revenue opportunities. As part of the company's growth and business development vision, Idenhaus CEO and Founder, Hanno Ekdahl, sought to add new facets to the organization's sales methodology. He reached out to FounderScale to create a sales enablement implementation.

"At Idenhaus, we had multiple sales components in place that we were managing internally. We had outbound prospecting, sales content, and business development resources," said Ekdahl. "However, we knew we needed to devise a plan to connect our existing strategies and fill in any potential gaps for more cohesive output. We tapped FounderScale to develop a sales enablement strategy to help streamline our efforts and generate better results."



-  Idenhaus Consulting
-  Cyber Security
-  Atlanta, GA
-  www.idenhaus.com



THE SOLUTION

FounderScale collaborated with key Idenhaus stakeholders to understand existing internal resources, assets, and methodologies. After an initial discovery period, FounderScale crafted a customized sales enablement solution uniquely suited to complement and extend Idenhaus's current suite of materials and best practices. The FounderScale sales enablement solution included several essential components to develop a more targeted approach for a designated customer and/or vertical demographic.

Some of FounderScale's sales enablement strategies included:

- Focused list building
- Nurtured email campaigns
- Follow-up sales calls
- Blog posting and sharing
- Webinars
- Case Study development
- New videos

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HANNO EKDAHL,
IDENHAUS CONSULTING

"We've experienced more engagement, more traction with content, and more qualified in-bound leads than we've ever had. Our sales cycle is noticeably shorter with these warm prospects, and our team is able to run and continue the program on their own."

FounderScale owner, Josh Sweeney, recognizes that the owners of most founder-led enterprises don't have the bandwidth to implement new selling or business development strategies while focusing on company leadership. He developed a comprehensive sales enablement program that could be managed by Idenhaus's internal account executives after training and implementation. "After collaborating with the Idenhaus team to understand the current protocol and strategic vision, we got to work, developing a sales enablement plan for Idenhaus that aligned resources for optimized impact," Sweeney said. "Most importantly, we created the Idenhaus plan as a set of new best practices and standards that the team could follow after implementation for long-term autonomy and momentum."

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