

Case 1

How a Pune-Based IT Services Company Increased Quality Meetings by 40% and Closed 6 High-Value B2B Accounts

Client Profile

- **Industry:** IT Services (Web Development, Design, AWS Cloud)
- **Location:** Pune
- **Company Size:** 30–60 Employees
- **Annual Revenue:** ~₹5 Crore
- **Business Model:** B2B Services

The Core Problem

Despite having a capable delivery team and strong technical expertise, the company struggled with:

- Low tele-calling response rates
- Poor closure ratios in B2B deals
- Generic positioning (“We build websites & cloud solutions”)
- Unqualified meetings wasting senior leadership bandwidth
- No structured revenue planning framework

Revenue was dependent on inconsistent referrals rather than a predictable system.

Strategic Diagnosis (External CMO Intervention)

Instead of jumping into lead generation tactics, we redesigned the **entire revenue architecture** using the **GRIP Framework**:

GRIP = Goal → Rule → Insight → Performance

We treated the engagement as a revenue transformation mandate — not a marketing campaign.

Phase 1 – Precision ICP & Revenue Design

We identified 3–4 **sharply defined ICPs** with:

- Minimum, Average & Premium AOV segmentation

3x Growth

- Industry-specific pain points
- Buying triggers
- Decision-maker mapping

Shifted communication from:

“We offer website & AWS services”

To:

“We help X industry reduce Y cost / increase Z efficiency using structured cloud & digital systems.”

This single shift improved conversation relevance dramatically.

Phase 2 – Prospect Classification Engine

We built a 3-layer buyer intelligence system:

1. **Immediate Buyer** – Active budget + problem urgency
2. **Near Future Buyer** – Aware but not budgeted
3. **Distant Buyer** – Education stage

This prevented premature selling and improved follow-up strategy alignment.

Phase 3 – Sales Messaging & Tele-calling Re-engineering

We restructured:

- Opening scripts based on ICP pain
 - Objection handling frameworks
 - Value-led discovery call format
 - Case-based storytelling instead of service listing
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Phase 4 – Performance Governance

We introduced:

- Meeting quality scoring
 - SQL qualification filters
 - AOV-linked pipeline review
 - Weekly revenue performance review dashboards
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Additional SME-Specific Challenges We Solved

Beyond surface-level issues, we addressed deeper SME bottlenecks:

1. Founder Dependency in Sales

Most deals required founder intervention due to trust deficit in mid-level sales.

2. Inconsistent Value Articulation

Delivery team knew execution — but sales team couldn't convert capability into business impact language.

3. Long B2B Sales Cycles Without Nurturing

Prospects went cold due to lack of structured follow-up workflows.

4. Pricing Confidence Issues

Underpricing to “win” deals, impacting margins and positioning.

5. No AOV-Based Deal Prioritization

Low-value deals consumed same effort as high-value enterprise prospects.

Results Achieved (Within Initial Engagement Cycle)

- ✓ 40% Increase in Quality Sales Meetings
- ✓ Improved Tele-calling Response Rates
- ✓ Higher Discovery Call Depth & Engagement
- ✓ Closed 4–6 High-Value B2B Accounts
- ✓ Stronger Premium Positioning in Market
- ✓ Reduced Founder Dependency in Early Sales Stage

Revenue Impact

Instead of chasing more leads, the company:

- Focused on **right-fit accounts**
- Increased **Average Order Value**
- Improved **closure predictability**
- Built a repeatable revenue engine

Strategic Shift Achieved

Before:

Service-driven company dependent on effort.

After:

Revenue-structured organization with defined ICP, qualification engine, and performance metrics.

What This Demonstrates

As an External CMO, our mandate is not campaign management.

We:

- Design revenue architecture
- Align marketing with AOV
- Build qualification intelligence
- Improve sales performance systems
- Reduce execution risk

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