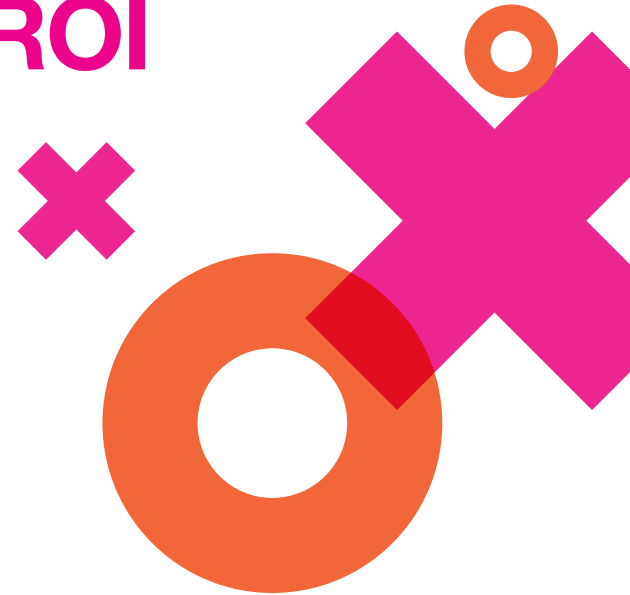


CUSTOMER CASE STUDY

THE JOURNEY TO ROI

Facilities Services

For our customer, an average sales cycle of 9+ months and typical deal size averaging well over \$1MM, made it difficult to acquire new customers at a predictable rate. In order to generate new opportunities for their field reps, they needed to create more activity at the top of the sales funnel. It was determined that the rate of inbound lead generation was not adequate to support the company's aggressive revenue goals. They wanted to implement an outbound lead generation program, but realized they needed help. They sought out Reveneer to design, build, and manage a fully dedicated team of four SDRs. Here's a summary of that team's production and how it delivered ROI for our customer:



	Industry Facilities Services
	Vertical Retail, Grocery, Restaurants
	Buyer Persona Facility, Maintenance
	Average Deal Size \$1M+
	Average Sales Cycle 9+ months
	Team Size 4 BDRs
	Investment \$539,500
	Reveneer Closed \$6,866,762
	Reveneer Pipeline \$88,525,414

ROI in 2 year timeline

Quarter	Investment	Reveneer Closed	Reveneer Pipeline
Q4 2018	\$70,000	\$0	\$33,891,250
Q1 2019	\$122,500	\$0	\$121,260,075
Q2 2019	\$188,500	\$0	\$105,853,792
Q3 2019	\$261,250	\$2,706,762	\$128,965,845
Q4 2019	\$334,000	\$6,356,762	\$125,198,078
Q1 2020	\$422,500	\$6,801,762	\$78,105,414
Q2 2020	\$487,000	\$6,866,762	\$82,105,414
Q3 2020	\$539,500	\$6,866,762	\$88,525,414

Customer Investment Deals Closed by Reveneer

