



SPECIALIZED SAAS OFFERING

Successfully driving growth for a highly specialized and sophisticated SAAS offering in a mature market

Objectives

The client came to us constrained by a complex sales process and limited resources to dedicate to sales. They needed help in penetrating their mature market with a complex sales cycle and multiple stakeholders, within the confines of a tight budget and resources focused primarily on existing customers.

Solution

OppGen spent the first month of the engagement ensuring that our sales team had all the tools they needed to penetrate this niche market segment with a full understanding of the different personas involved and the full value proposition of the solution. Through our Brand Sculpting process, we built a solid playbook that included:

- Deep market segmentation
- Detailed buyer and influencer profiles
- Specific product differentiators
- Competitor strategies
- Industry terminology
- Regulatory information
- Detailed objection responses
- Email sequences
- Extensive and accurate lead lists
- Sales pitch templates



Brian Scanlan
CEO NeuralFrame

"OppGen supplied us with a team of experienced sales professionals and the support to ensure their success. Within less than a year, they've become a vital part of our organization and our plan for future growth."

With Brand Sculpting completed, OppGen started a robust outreach program that logged over 1,000 calls, 1,000 emails, and 20,000 ad impressions monthly across six market micro-segments.

Results

Within 11 months, Oppgen secured a 3-year SaaS contract for our client worth over \$100,000 annually, displacing a 10-year incumbent. We've also built a \$2 million pipeline with several deals nearing closure, demonstrating our impactful solution delivery.

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