

AN APPOINTMENT SETTING SUCCESS

BLACKPOINT

Ryan Denning, Director of Business Development | Client Since May 2019

Services: Full-Time, Level Three Business Development Representative



Since joining the Marketopia family, Blackpoint has set roughly **280** appointments while consistently increasing their monthly recurring revenue.

CHALLENGE

Blackpoint wanted to create new business by expanding their calling service. However, the company lacked confidence in the callers they were using, and they were seeing significant issues with burnout and turnover rate. Blackpoint was in search of a more seasoned appointment setter.

SOLUTION

To help generate and qualify more leads, Blackpoint connected with a full-time level three business development representative (BDR). This dedicated resource calls potential leads, learns about their needs and pain points, and sets up a technology survey on behalf of Blackpoint.

RESULTS

When Blackpoint's Director of Business Development, Ryan Denning, joined the team, he was ready to ramp things up quickly. Denning was in search of an appointment setting solution that would put new business on his calendar, enabling him to focus on building Blackpoint's sales pipeline and laying the foundation for long-term business growth.

When asked what he loves most about Marketopia, Denning said,

“ I love my Marketopia team. They really executed and are doing their part.

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I need time on the phone selling, and that's what Marketopia allowed us to do. Marketopia helped me focus on doing demos and building relationships with clients.

Ryan Denning

Director of Business Development, Blackpoint

HOW BLACKPOINT DIALED-IN TRUE RESULTS

Denning said he heard about Marketopia in conversations from the channel, but several connections in the industry convinced him to have a serious chat with Marketopia's CMO, Andra Hedden.

Denning stated his BDR team is what has made him fall in love with Marketopia. Between Tonya, Kate, Amber and Andra, they "really executed and are doing their part." Another refreshing aspect of partnering with Marketopia for Denning is their familiarity with the industry. "If you aren't familiar with the channel, it's hard to explain," he said. "The fact that Marketopia is in the channel helps."

Since signing the contract, Blackpoint has set roughly 280 appointments with consistently increasing monthly recurring revenue.

Before Marketopia, Blackpoint experienced a lack of control in their reporting. It didn't have the personnel and accountability that Marketopia's staff provides. "It's a big difference," explained Denning. "You're going to do what you say and say what you do, and that builds trust."

He explained, "I don't need time wasted just setting appointments, I need time on the phone selling and that's what Marketopia allowed us to do. Marketopia helped me focus on doing the demos and building the relationships with the clients."

By partnering with Marketopia for their lead generation, Blackpoint has fundamentally revolutionized the way they bring in new business. Thanks to the expertise and dedication of their business development representative, the Blackpoint team is looking forward to continued, scalable business growth.

