

# SETTING SAIL FOR A SEA OF LEADS

## CAPTAIN'S CHAIR

Phillip Myers, Director of Sales | Client since Aug. 2019

Services: Quarter-Time BDR



In about four months, Marketopia generated **38** qualified leads for Captain's Chair.

### CHALLENGE

As Captain's Chair prepared to go public over the summer of 2019, the sales tool vendor identified only 10 potential leads from their lead generation efforts. To find more clients, they needed to partner with a firm specializing in outbound lead generation that could identify companies matching their technology compatibility requirements.

### SOLUTION

By choosing a quarter-time business development representative (BDR), Captain's Chair was able to tap into Marketopia's lead network and find MSPs that use the technology stack required to run their software solution.

### RESULTS

The BDR representing Captain's Chair got to work immediately, securing an appointment on day one. In less than four months, the company has received 38 qualified leads. These leads resulted in new business, which gave the company a baseline for success heading into the future.

# 38

Appointments Set in Less  
than Four Months

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*The numbers that Marketopia has produced are pretty wild from a market perspective.*

Phillip Myers

Director of Sales, Captain's Chair

## PARTNERING WITH THE RIGHT CREW

As Captain's Chair prepared to set sail in summer 2019, the company knew they had a software solution that managed service providers (MSPs) would love, but they were set adrift in their search for leads.

They tried to navigate their own marketing efforts, but Captain's Chair was only able to generate about 10 leads. A big factor for the low lead count was that they needed a certain type of MSP that uses a specific combination of software programs that's compatible with their solution. For them, charting a course to the right MSPs was easier said than done.

Phillip Myers, the director of sales at Captain's Chair, knew how difficult it would be. He was calling random MSPs on the phone and messaging company stakeholders on LinkedIn, hoping they used the right technology stack. Realizing he had run aground, Myers and the Captain's Chair crew decided to partner with Marketopia for their outbound lead generation, to expand their potential footprint and have access to thousands of MSPs that match their requirements.

Since August 2019, Captain's Chair has remained ship-shape with a quarter-time BDR who calls potential leads, determines if they use the right software programs and are in need of their fantastic solution.

During the BDR launch, Myers was a little worried that the caller wouldn't understand their solution or who Captain's Chair is as a business, but that wasn't the case.

Myers was pleased to discover that Marketopia was crewed by a team of seasoned professionals with experience working in the IT channel. Myers said this made the launch “a frictionless process.”

On day one of the campaign, the BDR representing Captain's Chair secured an appointment with a qualified lead, matching the technology requirements. Myers says this soon turned into about six or seven qualified leads a week. In about four months, Marketopia generated 38 qualified leads for Captain's Chair.

“The numbers that Marketopia has produced are pretty wild from a market perspective,” Myers shared.

Myers credits Marketopia for playing a critical role in growing his business. He says he has no idea where Captain's Chair would be without the steady stream of qualified leads filling their sales funnel. The number of leads and new accounts created have given Myers a baseline to use while building the business plan for Captain's Chair. Thanks to Marketopia lead generation, Myers has the confidence to move Captain's Chair full steam ahead with its lead generation efforts heading into 2020.

He says, “It's really helped us grow our business.”

