

SalesLeap automates outbound motions for improved pipeline

How Gradient Works Market Map helped SalesLeap's SDR team increase attainment

Firmographics



Industry
B2B sales and
marketing services



ICP
High-growth SaaS
and service providers



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THE CHALLENGE



SalesLeap, a fast-growing sales and marketing agency, faced challenges that hindered their sales growth.

Their CRM was cluttered with NAICS-coded industries, making it difficult to segment by niche effectively. This lack of clarity led to inconsistent and subjective identification of top verticals to pursue, resulting in disjointed sales strategies and missed opportunities. Additionally, they realized that new SDRs struggled to align these verticals with their existing customer base, which weakened their outreach efforts.

“Historically, the categorization of a [prospect] company's industry was very opaque and not consistent,” said Christian Puima, CEO and Co-Founder of SalesLeap. “It was very difficult to identify what company was actually what in the database. In fact, it was more of a subjective determination, and this makes it very difficult to identify your top performing verticals.”

SOLUTION

SalesLeap implemented Gradient Works Market Map to enhance their outbound strategy by **identifying key verticals with high potential**. It made it easy for SalesLeap to spot clusters of reference accounts with strong use cases and reviews, enabling them to target these similar prospect clusters effectively. This process became much more streamlined, allowing the team to swiftly iterate between clusters and refine their approach.



Market Map really simplifies the process of understanding your prospects on deeper levels quickly. Customer mapping in general is extremely difficult and this really simplifies it.

- Christian Puima, CEO and Co-Founder of SalesLeap

SOLUTION CONTINUED

A major value Market Map brought was its ability to help newer salespeople correlate prospects with existing customers, which is often a challenge. Traditional CRMs don't provide an easy way to establish this connection, requiring sales reps to invent their own strategies. Market Map simplified this by mapping clusters of prospects to customers, enabling salespeople to quickly reference similar customers and build rapport with new prospects.

In addition, Market Map allowed SalesLeap to **structure their sales sequences and emails based on cluster data**. They created sequences that were highly customizable, with Smart Objects linking customer names and testimonials to the corresponding cluster IDs. Then, each time a new account went into that cluster, it got a highly-specific testimonial based on better industry categories created through Market Map's AI. **This approach made their outreach feel extremely targeted, yet scalable**, enhancing both the strategy of who to target and the tactical execution of personalized sales communication.

This innovative use of Market Map helped SalesLeap to refine their target strategy and improve the quality of their sales conversations, driving better outcomes across the board.

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The more someone perceives you're the expert, the more likely they're going to buy from you. It's wearing the right clothes to the right dance. So if you can approach a prospect saying, 'Hey, you're just like this customer of ours,' and you know they're like that customer based on their Market Map score, you're much more likely to enter into a sales conversation with them.

- Christian Puima, CEO and Co-Founder of SalesLeap

For more information on how Gradient Works can transform your outbound productivity, visit

www.gradient.works