

Trueleads

Case Study



Helping to generate leads and new business in the EMEA Market.

"The most refreshing thing I have seen in sales for many years."

Richard Adams, EMEA Head of Region



Business Overview

RedSeal are a US based Cyber Security company with more than 220 global 2000 corporations, and the government agencies that depend on the most sophisticated security depend on their services. Their commercial customers span industries including healthcare, finance, utilities, service providers, technology, and retail. As well as this, they have government customers including large US federal agencies; this includes the DoD, civilian and intelligence communities. RedSeal serve global customers in North America, Europe, and Asia.

The Challenge

A significant issue for RedSeal was that there were no face-to-face events taking place due to COVID-19. As well as this, they also faced the following challenges:

- They had limited SDR/Sales function in the EMEA.
- Their EMEA sales team was small.
- They had limited access to new channel partners.
- Their brand was not well known in the EMEA market.

RedSeal's main objectives were to:

- Promote the RedSeal brand to end users and generate leads on opportunity in the EMEA region.
- Identify and contact key channel partners which they could work with in EMEA, helping to grow the business.

Why Trueleads?

RedSeal were looking to expand their presence outside of the US in the EMEA market. After being approached by Trueleads, via LinkedIn, RedSeal worked with Trueleads to develop a plan on how to best increase their presence and generate leads over the EMEA Region. With a small team of 5 representatives covering this region and the main SDR/Sales function being in the US, RedSeal were looking for a partner that would work as an extension to their team, helping to generate cost effective leads via LinkedIn as well as promoting the RedSeal brand.

Results

After just a few weeks of working with Trueleads, RedSeal were getting introductions to key decision makers in the EMEA regions and were getting meetings that they "would never have done without Trueleads". Usually, RedSeal would have run several customer and partner focused events in the region, but due to COVID-19, this was not possible. Therefore, Trueleads has been essential for RedSeal, not only to promote their brand in the region, but also to help them build new opportunities, grow their pipeline and engage with some new channel partners that are looking forward to working with them.

"Without Trueleads, we would have had to build our own internal team, which we didn't have the budget for at the time."

Trueleads help businesses around the world maximise their exposure to target customers across social media channels. Our smart tech enables businesses to automatically engage with their ideal audience online, which helps to build a professional network, increase sales opportunities and free up time to focus on other important business tasks.
