



## Re-designed Marketing Efforts Result in 30% Annual Growth

*Eureka Moment: Realization that People Stopped Answering Phone*

### Who Is Rally Prospecting?

A growth company with a specialized technology and professional services skill-set, Rally Prospecting was founded in 2006. The small company's commitment is to helping businesses achieve their growth goals through better prospecting practices, says Mike Cannon, Rally Prospecting President.

Rally's chief tool is Prospecto<sup>®</sup>, a platform that nurtures business prospects until they're ready to have a conversation. It's a good solution for companies with complex B2B services and products—including Rally itself.

This lead generation breakthrough resulted from the combination of new technology and an investment in experienced business development representatives and content writers.

Everyone can send out an email, but getting prospects to open it up and respond is an art form.

### What Attracted Rally to the Prospecto<sup>®</sup> Solution?

Mike Cannon came to an alarming realization five years ago: cold calling had stopped working for his company's call center staff. They reported increased difficulty in getting business people on the phone.

*"It became clear to us that people were not talking on the phone the way they used to," Mike says. "We theorized that if we could send an email to prospects and they answered it, we'd have a much higher probability of having a conversation with them."*

This "eureka moment" led to Rally Prospecting's re-design. The company invented a technological answer to the observable death knell of cold call marketing: Rally's Prospecto<sup>®</sup> was born.

Rally experimented with other ideas for selling, and none worked as well or as affordably as Prospecto<sup>®</sup>.

*"We're very much like our clients in that I am the chief sales person, and I rely on the platform to nurture prospects for me," he explains. "With Prospecto's help, I don't have to spend my time finding lists or email addresses."*

### How Has Prospecto<sup>®</sup> Impacted Rally's Business?

The right people plus the right platform is what has made Prospecto<sup>®</sup> a big success for Rally Prospecting. The company has been growing at a rate of 30% a year, with two-thirds of its business coming directly from the use of Prospecto<sup>®</sup>, Mike Cannon says.

*"I can count on having a steady stream of engaged prospects, and that's the reason why we're growing so quickly," he adds.*

When Mike gets on the phone with a prospect, it is typically a 30 to 45 minute call with someone who is close to making a decision about using Rally Prospecting's services.

*"I used to have a sales associate do the call for me, but it's so simple," Mike says. "I just ask if they'd like to have a conversation, and if they say, 'Yes,' then I have a first discovery conversation of 30 minutes."*

If that call goes well, Mike schedules a longer call to walk-through the Prospecto<sup>®</sup> process, and if goals are aligned, it proceeds to a contract. The whole sales cycle can happen within a few days to two months.