

Improving Engagement, Deal Size & Duration

Lead the way for acquisition for OpGen Media

“Mark quickly picked up on our business and problems. It was impressive. He studied our business and then designed and implemented a process to that worked for us.”

Brandon Pindulic
CEO, OpGen Media



Challenge: Addressing the Gaps

OpGen Media is a B2B demand generation and marketing operations agency located in New Jersey serving multiple technology verticals. In the spring of 2020, Brandon Pindulic, CEO of the startup, was facing critical issues on the services (i.e. agency) and the lead generation businesses. While the company was growing, like many CEO's he was pulled in many directions with responsibility for several areas of the business and needed to implement a sales process.

Brandon was spending 80% of his time supporting agency business which contributed to 25% of the company's revenue. For this percentage of the business, the agency work additionally had a long sales cycle. Brandon acknowledged, “I became a bottleneck in all parts of the business. Instead of selling and leading strategic operations I became sales, strategic operations and quasi-project manager.”

Brandon knew he needed assistance to build a sales process that included a focus on recurring revenue and that the company needed to streamline communications with their clients.

Outside Help?

At the same time he realized he needed an external resource that could deliver on his requirements.

Fortunately, Brandon and Mark Maragni, CEO of Impact GTM, were working with a mutual client. Brandon commented, “Mark would look at situations strategically by each individual prospect. He did not believe that every prospect should following the same engagement.”

After discussing OpGen challenges and business goals with Mark, he decided it was time for outside support. As part of the pre-engagement process, Mark put the time in to learn about how things currently worked, by reviewing sales call recordings, proposals and the CRM. Even though the Covid-19 pandemic had just peaked, leading to uncertainty with prospects and clients, Brandon chose to move forward.

Results: By the Numbers

- Year over Year 2020 Q4 and 2021 Q1 sales were the company's best
- Q1 2021 saw a 49% improvement from a year earlier
- Longevity of working with a client doubled and saw increased renewal rates
- 10 hours a week of Brandon's time was freed up
- Monthly leads increased 79%

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The Solution: Change is Challenging

It's challenging to change what you've always done. It turned out that Impact GTM not only optimized the sales process, Mark also created a post-sale program to increase customer engagement duration. And it started at the top.

Brandon and Mark worked together to ensure the customer engagement process enabled exceptional discovery, and the proposal became a differentiation point to win more business. They worked together to craft a brief document that demonstrated OpGen's knowledge that they knew the prospect better than the competition and clearly defined their problems, the result of the problems, the cost of the problem and how OpGen best connects the dots to deliver a solution. It was put into practice.

However, implementing the process took time from Brandon. Mark worked with Brandon to empower his delivery and account management team to do more without him on each meeting. The delivery and account management team were eager to improve and take on more responsibility. And it soon became apparent additional effort was required to more effectively focus on managing the customer and setting their expectations.

Sometimes change creates a bit of initial friction and concern for expectations. It was quickly established that alternative ways of dealing with customers wasn't considered criticism. The focus was on approaches and behaviors that enable optimal outcomes. Trust was established and the team started realizing success. By focusing on the deliverables and managing scope creep, an additional benefit occurred; they were able to stop delivering tasks the client didn't value or want.

The Result: Acquisition

Since their engagement with Mark, OpGen was approached with a number of acquisition inquiries. Since revenue was up 50% year over year, the company's valuation was significantly increased resulting in additional interest from multiple companies and an eventual sale to Real Axis.

“When you're more effective you increase revenue, expand deal size and improve retention. Then the higher margin follows.

Mark helped remove the core obstacles and blind spots that were in place. By rebuilding the team, we improved our client output and increased our margin.”



OPGEN MEDIA

About OPGEN MEDIA (Reel Axis)

At OpGen Media, we're a team of marketing operations & demand generation experts that help B2B SaaS & tech companies selling into mid-market/enterprise scale revenue through targeted marketing programs. Our approach allows for a custom engagement that places focus on the most critical, high-leverage items to drive pipeline growth and unify sales & marketing.

www.opgenmedia.com