

Shifting SDR focus from list building to **Selling & Granular Messaging**







*It took 50% of our sales team time to build prospect lists, just to realize they were 70% inaccurate. With RightBound not only we were able to **free our time to focus on messaging and selling**, but we also saw **accuracy grow immensely from just 30% to 80%**.*



Charles O'Hara
 Director of Inside Sales

BEFORE RIGHTBOUND

WITH RIGHTBOUND

	BEFORE RIGHTBOUND	WITH RIGHTBOUND
 Time spent on research	>50%	>10%
 Data Accuracy	30%	80%
 Connection Rate	2%–3%	>10%
 Research Method	Sales reps were conducting individual, manual prospecting using a couple of datasources	Autonomous lists building based on granular buyer personas
 Targeted, personalized messaging	Wasn't done as it took too much time to sort prospects	Achieved within minimal time and effort
 Accountability	Difficult to track and hold reps accountable for activity numbers	Activities are measurable and reps are accountable

Thanks to RightBound our sales team **saves 30-40% of valuable selling time**, reaching deeper inside the organizations in our TAM. One of RightBound's most impressive features is the **high quality of prospects generated**, along with superb research granularity. This allowed us to build **highly targeted messaging with minimal investment and within a short time**, immensely upping connection rates from 2-3% to over 10%.



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WHY CHOOSE RIGHTBOUND FOR OUTBOUND SALES?



Data Integrity
High prospect accuracy



AI
Processing dozens of data sources



Professional
Data and CS teams

RESULTS

- ✓ SDR **focus on selling**
- ✓ Prospect **data quality increased** from 30% to 80%
- ✓ **Connection rate** raised from 2-3% to >10%
- ✓ We're getting **cell phone numbers** of executives who we weren't able to communicate with before
- ✓ Improvement in named account prospecting and **contactability**
- ✓ Seamless **integration** with SalesLoft
- ✓ Substantially better **view and reach** of the target market
- ✓ **Deeper insights** of large accounts
- ✓ Building **targeted messaging** in very little time thanks to RightBound's multi-persona autonomous prospecting
- ✓ Supporting fast **SDR team growth** smoothly

+40%↑

SDR Time Saved

+50%↑

Increase In Data Accuracy

2.5X↑

Connect Rate