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## AGILEBLUE

### CYBERSECURITY

#### CLIENT DESCRIPTION

AgileBlue is an autonomous SOC|SOAR platform that detects cyber threats across their client's entire digital infrastructure and cloud. They provide 24/7 monitoring, detection, and response to identify cyber threats before a breach occurs.

#### CUSTOMER REQUIREMENTS

AgileBlue's Business Development department needed assistance in setting sales appointments and increasing attendance for their informative cybersecurity webinars. Their goal was to set one to two sales appointments a week and to see steady growth in webinar attendance.

#### SALES FOCUS INC. SOLUTIONS

Sales Focus implemented an aggressive lead generation plan to grow webinar attendance and set more sales appointments that involved LinkedIn invitations, email campaigns, and sales calls.

#### RESULTS

Sales Focus met and exceeded AgileBlue's goals by consistently setting one or more sales appointments a week and growing their webinar attendance month-over-month, increasing awareness for their cybersecurity platform and subsequently driving sales revenue. Overall, AgileBlue saw an increase across all sales activity. SFI helped their team create new best practices for their Business Development department, so they could take all sales operations in-house at the end of our agreement.

#### CLIENT REVIEW OF SALES FOCUS INC.

"I appreciate all the hard work the Sales Focus team put into our partnership, particularly Kristina and Josh. We saw great results in terms of the volume of interactions, leads, webinar signups, and meetings set. I think there was a difficulty in setting meetings with the best individuals who were specifically interested in our platform, but that's a battle that everyone fights. We are moving on from our existing partnership because we're bringing these operations in-house moving forward, but we will keep Sales Focus in mind if our needs change."

*Director of Business Development*