

Oversight Systems

Combining outsourced demand creation and in-house business development for long term success



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FRONTLINE Selling client 7+ years*

Go-to-Market Strategy

We first used FRONTLINE Selling 7 years ago as our outsourced demand generation solution. We were exploring a new market and FRONTLINE jumpstarted our sales efforts by providing a consistent stream of new opportunities to our team.

That market initiative was unsuccessful due to product/market fit on our part but the important thing was we knew that more quickly because of FRONTLINE. In addition to the opportunities to speak with prospects created by FRONTLINE, the statistics they generate as part of their process provided useful information about our value proposition to that market.

We repeated a similar process with FRONTLINE in additional iterations and they always met or exceeded our goals month after month, providing consistency and predictability to pipeline development.

Bringing it in-house

When we locked in on a successful offering, again using FRONTLINE, we worked with their team to bring the demand generation capability in house. The FRONTLINE team's ability to create opportunities gave us great confidence in the power and effectiveness of Staccato.

With a combination of in-person and online training over several months, the Oversight Systems team became Staccato-certified. We were able to determine the length of transition period, as we wanted to be confident in our team's ability to execute at a high level. There was no gap in productivity because we were still getting meaningful interactions from the FRONTLINE Selling professionals right up until our team took over.

After 4 years (using Staccato Pro), we continue to successfully build our pipeline and experience excellent results. I highly recommend FRONTLINE Selling as a long-term solution for any B2B organization's demand generation challenges.



FRONTLINE Selling

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