

# Outbound Success Story | SAP North America



## Challenges

- 01 **EXTREMELY** broad portfolio
- 02 High responder volume
- 03 Siloed internal structure
- 04 Acquisition mentality
- 05 No integration capability
- 06 Complex Sales routing process
- 07 Strong brand, multi-channel



## Results

**\$1B+**  
YoY pipeline

**\$880m+**  
closed/won

**9500+**  
leads managed

**41%**  
lead to opportunity

**3900+**  
opportunities developed



Televerde's skill at social selling resulted in a better performance than direct company efforts.

