

# Driving Growth with Trust: How Hexagon Achieved a 6X ROI with Televerde

## Our Client

Hexagon Manufacturing Intelligence (MI) is a leading metrology and manufacturing solution provider. The company is known for its commitment to advancing industrial metrology and helping manufacturers enhance their production processes.

Hexagon Manufacturing Intelligence primarily focuses on providing metrology and manufacturing solutions for a wide range of industries, including aerospace, automotive, medical, and general engineering sectors. Their products and services cater to the specific needs of these industries, aiming to improve productivity, quality, and overall manufacturing processes.

## The Challenge

Hexagon faced significant challenges in generating meaningful sales opportunities and expanding its pipeline. The initial objective was to drive more top-of-funnel door-opener meetings, specifically targeting net new logos for their sales teams. This demand for increased sales leads and opportunities was a critical priority for the company, as they aimed to build a robust pipeline that could sustain long-term growth. Additionally, Hexagon needed to enhance its market positioning as a thought leader and trusted advisor in its industry, improving its brand perception and credibility.

Hexagon was also focused on achieving a 5X return on investment, making it crucial not only to increase the number of opportunities but also to accelerate the sales cycles for revenue growth. The challenge was to meet these aggressive targets while maintaining the integrity of the brand and ensuring that the sales teams had the necessary resources and support to succeed. This required a strategic approach that went beyond traditional lead generation, focusing on aligning sales and marketing efforts to create a more efficient and effective sales process.

**Hexagon recognized the need for a strategic solution that could address these challenges and empower both its sales and marketing teams to succeed.**

**The company aimed to:**

- Cultivate a stronger market presence by positioning its teams as trusted advisors, ensuring every potential customer's needs and concerns are met throughout the sales journey.
- Build and maintain a robust and sustainable sales pipeline filled with high-quality leads to support growth and achieve the necessary 5X return on investment.

**6X**  
ROI

**64%**  
SAL to SQL  
Conversion Rate

**39%**  
SQL to Closed-Won  
Conversion Rate

**\$63M**  
Pipeline  
Generated

**\$16M**  
Closed-Won  
Generated



## The Selection Criteria

For Hexagon, finding a partner who could seamlessly integrate with their internal teams was crucial. They needed a team who could act as an extension of their sales and marketing organizations, possessing a deep understanding of Hexagon's solutions and market dynamics. It was essential that the partner could represent Hexagon authentically, so that from the customer's perspective, they were engaging directly with Hexagon's experts. Equally important, the partner needed to demonstrate a commitment to Hexagon's aggressive growth and revenue goals, sharing the same level of passion and dedication to achieving success.

Additionally, Hexagon sought a partner with a proven track record of working with companies of a similar size and scale. They needed to be able to quickly generate high-quality leads and accelerate sales cycles while advancing Hexagon's market positioning. The ability to swiftly onboard new opportunities and build strong relationships with prospective clients was a crucial factor in their decision, and Televerde emerged as the ideal partner, fulfilling all these criteria and more.

## The Solution

Televerde quickly engaged with Hexagon and set out to:

1

Drive top-of-funnel meetings to generate new sales opportunities.

2

Align marketing efforts with the Bridge, Arm, and Tracker sales teams to increase net new logos.

3

Develop a strategy to increase the total number of opportunities and expand the sales pipeline.

4

Position Hexagon as a thought leader and trusted advisor in the market.

The Televerde team hit the ground running, forging strong connections with Hexagon's sales and marketing leaders from the outset. When the results did not meet expectations in the first 90 days, Televerde was prompted to leverage its years of experience to make strategic recommendations. Hexagon trusted Televerde's vision and collaborated closely to refine the approach. This partnership allowed for a collaborative strategy rework, which led to significant improvements over the next 90 days.

Acting as an extension of Hexagon's team, Televerde combined data-driven insights with personalized outreach strategies to accelerate sales cycles and build meaningful customer relationships. This approach centered on achieving Hexagon's growth objectives by providing a consistent and value-driven customer experience, nurturing leads with relevant and timely engagement, and ultimately, driving revenue growth.

## The Results

Televerde's proactive stance identified new opportunities to optimize processes and deliver better results, enabling Hexagon to lay the foundation for sustainable success. The program evolved with the introduction of 8 Lead Development Representatives (LDRs) focusing on top-of-funnel MQLs, ultimately leading to the expansion of teams and an enhanced strategy aligned with Hexagon's needs.

Hexagon's collaboration with Televerde delivered remarkable outcomes: a significant increase in the number of qualified leads and a 6X return on investment, surpassing the initial targets set by the sales teams. This partnership also resulted in the creation of a robust sales pipeline, generating over \$30 million in potential revenue, with a marked acceleration in the sales cycle.

Beyond the numbers, the impact of Hexagon's partnership with Televerde has been transformative. The internal sales teams now have more capacity to focus on strategic initiatives, while Hexagon has strengthened its market position as a thought leader. Customer trust and satisfaction have also significantly improved, with consistent positive feedback from new and current clients who recognize Hexagon as a reliable and valuable partner.



*"I was not only confident in the agents' abilities but impressed by their knowledge of Hexagon's products and solutions. Their ability is on par with any of our internal hires, and they were able to achieve that level of expertise without many of the same resources, including having knowledgeable team members within their facilities and open access to the internet."*

SEVKI INAN  
Vice President of Inside Sales,  
Hexagon Manufacturing Intelligence

## About Televerde

With 30 years of experience, we are ready to support you and your customers' success.

### Our Story

Founded in 1994, Phoenix-based Televerde is a fully integrated sales and marketing technology organization with a proven execution model for generating demand, accelerating sales, and supporting customer success.

### Our People

Televerde believes in second chance employment and strives to help disempowered people find their voice and reach their potential. Seven of Televerde's 10 engagement centers are staffed by incarcerated women, representing 70 percent of the company's 600+ global workforce.

### Our Clients

Televerde has helped the world's leading B2B companies including Broadcom, SAP, and Hexagon drive engagement, pipeline, and revenue. We have generated more than \$14B in revenue for our clients.

