

# More Happy Customers

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## KOOLSPAN

Facing classic early growth challenges



Henrik Kindstedt

Chief Revenue Officer



Responsible for global revenue initiatives, aligning sales and marketing to deliver performance-driven outcomes

Market: Enterprise

Sectors: Government, Critical Infrastructure, Mergers & Acquisitions

Use Cases: Direct and Channel Sales

# Background

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As a growth-stage business, KoolSpan's priority was to create a predictable, scalable route to revenue while protecting focus at the leadership level.

In a crowded cybersecurity market, their success depended on generating demand that converted into credible sales conversations, not volume for its own sake.

With experience of similar growth-stage businesses, Henrik understood that only an integrated approach would deliver the control, consistency, and sales impact the board expected whilst removing the operational drag of managing internal teams or multiple suppliers.

## Laying the Groundwork

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***"Unusually thorough process, setting solid foundations for success".***

Before the launch in December 2022, Amigos conducted their Business Readiness audit, which thoroughly impressed us and set the tone for the due diligence applied throughout the programme.

The aim was to take into account every stakeholder's requirements to ensure alignment with their goals.

This phase went far deeper than anything we had experienced with any agency approach before before,

## Clearly defined ROI and alignment

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The outcome of the Business Readiness phase was a clearly mapped plan that defined sales cycles, deal sizes, conversion ratios, sales plays, and messaging for each of our sectors.

This is a critical step in their process as it's how they set performance guarantees and predict our ROI metrics.

This phase went far deeper than anything we had experienced with any agency approach before and defined clear goals and outcomes for us to be able to undertake regular performance reviews whilst having all the data intelligence available from Week 1 of the programme.



## Creative and engaging content

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We took content and asset creation as part of our service package.

***"Sparked genuine interest, proving relevance and timing matter more than volume"***

Witnessing how they develop communication strategies was a wake-up call. Their focus is keenly buyer-focused, which means truly looking at it from their perspective, whilst aligning it directly with our sales needs.

This resulted in noticeable differences in attribution and engagement scores when compared with our previous internal attempts, which, when mapped with their in-depth behavioural metrics, demonstrated strong outcomes at the sales engagement level.

# Data signals into actions

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A big differentiator for us was the depth of insight into all the engagement with our brand, made available to our sales teams. This didn't stop at the usual clicks and opens; their systems analysed the data, ranked engagement, and then delivered it to us.

Previously we'd invested heavily in MQLs, but sales weren't able to keep them engaged throughout our long sales cycles, nor could marketing keep up with the range and type of content needed at each stage to manage it. This meant leads were either dropped or poorly re-engaged.

With Market Activation, we could see straight away **how to prioritise calling** and not waste hours of valuable sales time calling too soon or too late.

The unique combination of communities, people, tech and processes in Market Activation means our sales teams can see for themselves the continued engagement with the campaign and know exactly when to call.

***"In what is a highly specialist market, it works in sync with our expectations of enterprise buyer cycles"***

They have renewed optimism and energy around their leads and use the intelligence to get every advantage from a successful call connect.

Our internal stakeholders, see how every Dollar is being optimised, at any given time, without waste.

## Training, support, integration

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Amigos don't just offer a platform; their reporting portal is detailed yet easy to use, supporting both sales and marketing teams. Integration with our systems is frictionless, with hands-on training and support when needed, saving us time and effort.

Even better, we have a senior member of their team contactable whenever we need them with regular, scheduled performance reviews.

## Outcomes

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*"My main stand-outs from the programme"*

- Board Confidence in outcomes
- Lead Quality for higher Sales performance
- Depth of insight throughout.
- Way more value than expected

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