ForeScout Technologies Achieves Predictable Qualified Lead Flow & Reduced Marketplace Risk

Lead Development Project Creates Sales Funnel Top End as Leading Indicator For Potential Revenue Growth

Executive Summary

Client   ForeScout Technologies

Industry   Enterprise Software

Segment   Security

Company Profile

ForeScout Technologies produces a comprehensive array of enterprise-level products that are designed to automatically stop fast-spreading, self-propagating network worms and other malicious threats in real time. ForeScout's products include: WormScout, ActiveScout and GEWS (Global Early Warning Service).

Problem

Build a Reliable "Top" on the Sales Funnel w/Low Risk & Variable Cost

Solution

SalesRamp Lead Development Project

Results

- Qualified Lead Flow Continually Met or Exceeded Forecasts
- Sales Data & Control Points Now Visible & Proactively Managed
- Documented Process in Use for Continuous Results Improvement

"To say it in a sentence, SalesRamp works as advertised."

Tim Riley
Vice President Marketing
ForeScout Technologies, Inc.

The Full Story

ForeScout Technologies, located in Cupertino, California, specializes in developing enterprise software to proactively & automatically prevent breaches of corporate networks through worm attacks.

The company's products include WormScout™, which is deployed inside a network to perform the automatic suppression and containment of worms.

As a complement, the company's ActiveScout™ products live outside the corporate firewall to proactively prevent worm intrusion.

Both products are used by a wide range of private, public and government enterprises for comprehensive network security.

The Problem

ForeScout sought to build a reliable "Top" on the Sales Funnel with low risk and on a variable cost basis. They also wanted to create a flow of predictable qualified leads entering that funnel. In doing so, they could improve overall sales organization productivity and teamwork, while providing proactive revenue management. Finally, they wanted to create a repeatable process that would provide them long-term sales success.

Prior to engaging SalesRamp, ForeScout had contemplated creating an internal lead development group to complement its other marketing & sales functions.

However, they needed the capability brought online quickly, yet understood the challenges in trying to do this on a do-it-yourself basis. Among the challenges they faced were the following:

- Finding the right lead development strategy to quickly produce truly qualified leads
- Recruiting and staffing the team in a time of increasing competition for lead development talent
- Creating a repeatable predictable practice that would deliver results time after time

Given the above, it was clear they needed the right team for the job.

The Solution

To achieve these objectives, they needed a business partner who could assess their business, the sales environment and existing programs and build a turnkey lead development group from the ground up in short order.

After weighing a number of alternatives, ForeScout chose SalesRamp to implement their lead development solution.

"We wanted to create a predictable front end to our sales funnel using our own internal Lead Development organization. SalesRamp brought their team and methodology to work alongside us to build that organization and the high-quality sales funnel we were looking for in a fraction of the time it would have taken going it alone."

- Tim Riley, Vice President Marketing, ForeScout Technologies

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About SalesRamp

SalesRamp provides Sales services to optimize the Front-End of your Sales Process and to produce predictable revenue. We also provide Marketing Services to help optimize your Target Markets, Messaging, Positioning and Go-to-Market Strategies. We work with early to mid-stage companies in market segments that include enterprise software, networking, infrastructure, data storage, telephony & security. SalesRamp was founded in 2001 and is headquartered at 2672 BayShore Parkway, Suite 605, Mountain View California, 94043. 650.404.1699.   www.salesramp.com   Rev 5/3/05

Project Start Up

SalesRamp began the process by meeting with ForeScout executives to understand key aspects of the business including current marketing & sales programs, products, services, customers and competitors.

From there, SalesRamp created the lead development strategy. In addition, a complete audit of customer relationship & sales management automation was conducted to understand how to best modify and utilize these systems to manage and measure the sales funnel.

Key questions to answer were:

- Who are key prospects for our products?
- What is the compelling product position & message to them?
- How do we find them most efficiently and engage them in a dialog to build a predictable sales funnel?
- How many truly qualified leads can I expect from each lead development representative?

With the information gathered, SalesRamp audited, revised & augmented outbound prospect calling lists, created call guides and scripts while recruiting and training lead development team members.

At the same time, preliminary goals were set for each lead development representative for a projected monthly forecat of truly qualified leads.

Within a few short weeks of starting the project, the lead development team, supervised by SalesRamp was on their way to building the top of the sales funnel.

Operational Phase

In the second month of the project, a formal performance objective was set and the representatives were goaled on total truly qualified leads per month. Program and practice documents were prepared to guide the team during and after SalesRamp's onsite project work.

During this time and into the final month of the project, the SalesRamp team, working hand-in-hand with ForeScout, continuously improved the lead development process with call monitoring, coaching, updated scripts, product positioning and messaging all gleaned from real-time prospect contacts.

SalesRamp met weekly with ForeScout executives for a full in-progress briefing to assess performance, discuss findings and evaluate recommendations to improve the process. Executives were briefed on overall project progress, lead development forecasts vs. actual performance, staffing and other key project details.

A final executive briefing was held at project end to formally deliver all project process & methodology to the ForeScout executives, and to discuss downstream performance objectives and measures.

Since SalesRamp earns a percentage of its fees based on the actual number of truly qualified leads delivered, arrangements were made to jointly monitor and measure the lead development performance for the two months following the completion of the on-site project work.

Results

The project objectives included rapidly designing & deploying a lead development group to predictably deliver an agreed quantity of truly qualified leads to shape the top of the sales funnel.

With SalesRamp, ForeScout had achieved these objectives in approximately 3 months.

In addition, they had SalesRamp's complete process and methodology in hand to continue producing truly qualified leads with a high degree of predictability and repeatability.

> "We had tried a couple other models to build the top of our sales funnel before working with SalesRamp. SalesRamp made it easy by recruiting, building and operating a top-notch Lead Development team that functioned like our own without the downside of trying to do it yourself. And best of all, we got predictable results and a repeatable process we can leverage long after SalesRamp completed their project."
> - Tim Riley

And, the numbers speak for themselves. Prior to the engagement, sales leads were primarily generated through loosely qualified inbound inquiries resulting from various marketing programs.

At project completion, the ForeScout lead development group was exceeding the truly qualified lead commitment by 13%. Summed up, the project was a rousing success for ForeScout.

In following the SalesRamp methodology, they will also enjoy continued improvements in sales productivity and revenue generation far into the future.

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