

How Clarion Technologies Accelerated Their Sales Pipeline with BETWOB Infoserv



Client Overview

Clarion Technologies is a leading IT services company, providing cutting-edge technology solutions to clients across North America. With expertise in software development, digital transformation, and enterprise-grade solutions, Clarion has established itself as a trusted technology partner for businesses worldwide.

Despite their strong offerings and market presence, Clarion faced a critical challenge: keeping their sales pipeline consistently filled with high-quality prospects.

The Challenge

Clarion's sales team was spending excessive time and effort trying to connect with decision makers in their target industries. Key challenges included:

- Low connect rates with the right prospects.
- High volume of no-show meetings leading to wasted time.
- Sales reps forced to focus on prospecting instead of closing deals.
- Difficulty in scaling outreach efforts without stretching resources.

Clarion needed a reliable partner who could:

- Generate qualified appointments with decision-makers.
- Reduce wasted sales effort.
- Deliver a predictable and scalable pipeline.

The BETWOB Infoserv Solution

BETWOB Infoserv partnered with Clarion Technologies to design a customized appointment generation strategy aligned with their Ideal Customer Profile (ICP).

Here's what we delivered:

- **Data-driven targeting:** Identified decision makers across technology-driven enterprises in the U.S. and Canada.
- **Multi-channel outreach:** Engaged prospects via phone and email to maximize response rates.
- **Pre-qualified conversations:** Warmed up leads before handing them to Clarion's team.
- **Pay-for-attendee model:** Ensured Clarion only paid for actual attendees, not just bookings.

The Results

Within just 90 days of collaboration, Clarion Technologies saw measurable outcomes:

- 35% increase in qualified meetings attended by decision-makers.
- A consistent pipeline of opportunities tailored to their target industries.
- Higher efficiency for sales teams, who shifted focus from prospecting to closing.
- Zero budget wastage on no-show meetings.

Most importantly, Clarion's sales leaders reported that their reps were finally able to spend time where it mattered most: building relationships and closing deals.

Client Testimonial (Sample)



Partnering with BETWOB Infoserv has been a game-changer. Their appointment generation model gave us exactly what we needed - qualified, attended meetings with the right prospects. Our sales team now focuses entirely on conversions, and we've seen a direct impact on revenue growth.

- CMO, Clarion Technologies



Conclusion

With BETWOB Infoserv's appointment generation service, Clarion Technologies transformed the way they filled their pipeline. By shifting the burden of prospecting and no-shows off their shoulders, they gained a predictable flow of qualified opportunities and empowered their sales teams to do what they do best - close deals.

Want to achieve similar results?
Let's talk about building a stronger, results driven pipeline for your business.