

# Use Case: Outbound Sales for B2B SaaS at the Market Entry Essentials Stage

## Situation:

At the Market Entry Essentials stage, your business is making its initial steps into the market. Your primary focus is Outbound Sales, proactively reaching out to potential customers through various channels. You also understand the importance of Revenue Operations in effectively managing your marketing, sales, and customer service efforts.

## Challenge:

You need to identify and engage leads, convert them into customers, and establish efficient operational procedures for revenue-generating departments. Building a strong Revenue Operation may seem overwhelming at first, but it's crucial for long-term success in Outbound Sales GTM.

## Solution:

Our Revenue Catalyst Package is a strategic toolkit curated specifically for businesses at the Market Entry Essentials stage. It mixes powerful tools and strategies to boost your Outbound Sales efforts and streamline your Revenue Operations.

## Action:

1. **GTM Strategy Alignment:** Ensuring your Go-To-Market strategy is perfectly aligned with your Outbound Sales approach.
2. **HubSpot Audit & Setup:** A comprehensive audit of your HubSpot portal for effective tracking and managing of your outbound leads.
3. **Data Cleaning & Enrichment:** An emphasis on clean, accurate data with tools for data cleaning and foundational data enrichment.
4. **Buyer Persona Identification & Segmentation:** Detailed assistance in identifying your primary buyer personas and initiating basic segmentation of your contacts for targeted outreach.
5. **Sales Pipeline Management:** Assistance in building an initial measurement model for efficient management of your sales pipeline.

## Outcome:

With our Revenue Catalyst package, you'll be well-equipped to navigate the challenges of the Market Entry stage. Your outbound sales efforts will be more targeted, your data cleaner, and your sales pipeline more effectively managed.

## About MAN Digital

MAN Digital is a trusted growth accelerator for B2B businesses, with a specialization in Outbound Sales and Revenue Operations. Recognized as a diamond partner in the EMEA HubSpot Partner Advisory Council, MAN Digital uses state-of-the-art technology to equip businesses for successful market entry and beyond.



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We now have a clear, structured process that has not only streamlined our operations but also boosted our visibility into the buyer's journey and enhanced our forecasting capabilities. Thanks to this partnership, we have a new playbook to guide our growth and a solid foundation for Outbound Sales implementation.