

Building Pipeline and Process in a Mid-Stage SaaS Company

Industry: SaaS / B2B Technology

Use Case: Pipeline Generation & Sales Enablement

When pipeline coverage fell 40% below target, a mid-stage SaaS company offering WFM and CCaaS solutions turned to DDI for urgent support. Despite a solid product and talented team, their outbound motion lacked structure, and marketing ROI had stalled.



The Challenge

The sales org faced stalled growth, reactive selling, and underused talent:



Pipeline Coverage

40% below target, increasing revenue risk



Sales Productivity

SDRs struggled to produce qualified meetings



Lack of Structure

No playbooks, inconsistent messaging, and no top-of-funnel leadership

The Solution: Strategic Execution + Fractional Leadership

DDI served as a fractional GTM leader, owning both strategy and hands-on execution:

- 1 Defined **ICP segments** using install base and TAM data
- 2 Built **persona-specific messaging** for WFM, IT, Ops, and CX roles
- 3 Launched **multi-channel outreach** via HubSpot and Salesloft
- 4 Delivered a complete **enablement package**: talk tracks, dashboards, and objection handling
- 5 Led weekly alignment with Sales, Marketing, and Product



The Results

\$2.4M

Qualified Pipeline

Generated from net-new logos in 90
days

22

Discovery Meetings

With Director+ level buyers

3

Late-Stage Deals

Handed off to internal team for
closing

Long-Term Strategic Impact

In addition to pipeline, the client gained a repeatable sales motion that could scale with internal headcount. The outbound frameworks, playbooks, and dashboards built by DDI became part of ongoing onboarding and coaching, enabling new reps to ramp faster and marketing to better align content with actual buyer pain points. This engagement permanently raised the organization's outbound capability and created a baseline for future GTM optimization.