

# SALES TEAM GO

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## PersistIQ



*We used to be in the Sales Engagement space. Tom helped us reposition **PersistIQ** to lean into Email Automation and we are now focused on enabling small businesses and startups to use our product.*

*Tom helped us **create an email course** which drove sign-ups and **created a sales deck** that increased conversion. With churn way down and conversion up, we've since earned a ton of market share in our niche.*



Dan Ahmadzadeh  
CEO at PersistIQ

### BACKGROUND

PersistIQ had a great product, but they were focusing on the wrong buyer and competing against giants like SalesLoft and Outreach.

They were relying on inbound interest and were looking for new ways to drive new business, but in the process they were losing a dangerously high percentage of new clients to churn because they were setting the wrong expectations with poor positioning and messaging.

### APPROACH

Newly implemented outbound LinkedIn and Email campaigns paired with the Email Course immediately drove new business. But the biggest impact was in the shift of positioning and messaging.

By positioning a lean but powerful and competitively priced tool in front of early-stage startups and SMBs, PersistIQ was able to acquire and retain clients with proper expectations, increasing MRR and decreasing churn in the process.

### Results

March → August 2020

**-52%** DECREASE  
IN CHURN

PersistIQ saw a huge decrease in churn because they were attracting the right clients and focused on delivering targeted value for that demographic.

**+21%** INCREASE  
IN MRR

PersistIQ consistently drove new business with strategic positioning, targeted outreach and messaging, and course-driven inbound opportunities