



81% INCREASE IN SALES MEETINGS FOR SCHNEIDER INDUSTRIES

OUR CLIENT

Schneider Industries is a leading provider of industrial asset liquidation solutions, specializing in auction, liquidation, and appraisal services for businesses across various sectors.

THE PROBLEM

Schneider Industries generated interest from their market but struggled with reaching out to qualified leads at scale. They booked a total of 70 sales meetings in 18 months. They traditionally sourced new business from referrals and word of mouth.

OUR SOLUTION

Opp provided a comprehensive lead generation strategy, leveraging advanced data analytics and targeted outreach. Our team conducted an initial analysis of Schneider Industries' target market, Ideal Customer Persona, developed personalized messaging, and executed multi-channel outreach campaigns. Regular progress reviews and adjustments ensured consistent performance.

Below are the average email campaign statistics in Schneider Industries' first year contracted with Opp:

7

**Unique Campaigns
Created**

41.3%

**Average Campaign
Open Rate**

14%

**Average Campaign
Reply Rate**

127

**Total Sales
Meetings Booked**



"The work Opp has done for Schneider Industries has been extremely impactful to our organization. In such a strategic sales organization specifically focused on large deal sizes, it can be difficult for even our own team to find qualified leads. Opp has been able to match our needs and put us in front of big name companies. They have booked calls with Boeing, Energizer, Purell manufacturers, and many other important prospects that have been critical to our organization's success and growth.

After working with Opp for about a year, I can honestly say that I wouldn't be able to find better BDRs myself to represent our company. The entire team is professional, upbeat, and knowledgeable about what our company does. Not only have they taken the time to learn about it and make sure they are communicating the right message about our services to prospects, but they navigate the conversations even better than I would hope from someone on my own internal team."

Allie Schneider

Business Development Manager at Schneider Industries