

CASE STUDY
REDITUS GROUP

We Tried Almost Every Way to Do Cold Calling. *One Kept Working.*

Craig Watkins | Co-Founder, Reditus Group

Why a revenue systems company chose Hunter Consultants

At Reditus Group, we build revenue systems for B2B technology companies. Cold calling is sometimes part of those systems, and over the years we have tried nearly every way of making it work.

We hired callers internally, used inexpensive hourly contractors and tested pay-per-lead and pay-per-appointment programs. We worked with outsourced firms at several price points. Sometimes we managed the callers; sometimes we paid someone else to manage them.

Some approaches worked better than others. Some were certainly less expensive. But none worked as consistently as Hunter Consultants. We tested Hunter across multiple clients and against years of experience with other approaches. Hunter kept working.

> *The question was not, "Who can make the calls?" It was, "Who can make the entire outbound system work?"*

The real value is diagnosis

One of the biggest differences we experienced with Hunter was not simply the quality of the people making the calls. It was the ability to determine why something was not working.

When a campaign underperforms, the caller is an easy target. But replacing the caller does nothing if the real problem is the data. Making more calls will not help if prospects answer but the message does not resonate. If qualified meetings never become pipeline, the problem may be elsewhere in the revenue system.

Hunter's Chain approach starts with a better question: Where is the chain breaking? Answering it requires pattern recognition developed by observing many campaigns and understanding how the pieces affect one another.

@ Hunter Consultants. All right reserved.

The cheapest caller is not always the best value

Hunter is not the least expensive option we have tried. Not even close. But the cost of the caller is the wrong unit of measurement. What matters is the value of the outbound system.

A $17-an-hour caller may look inexpensive, but someone still needs to source the data, develop the messaging, configure the technology, establish the cadence, review calls, coach the caller, diagnose problems and adjust the program. Those duties often fall to senior people, or worse, no one clearly owns them.

Hunter owns them. We are not buying hours of someone's time on the phone. We are buying a managed outbound function designed to work as a complete system.



In our experience, Hunter has delivered substantially better value than less expensive alternatives. We're not buying hours of someone's time on the phone.
We're buying an outbound function that works.

The test that mattered most

We could have recommended Hunter after the company performed well for one client. We did not. We used Hunter again, and then again. Each engagement gave us another opportunity to evaluate the approach and see how Jeremy Lamb responded when results did not meet expectations.

Over time, Hunter stopped being one of several cold-calling options we might deploy and became the option we trusted. Then we turned the test around.

> ***"Today, Hunter does not just cold call for companies whose revenue systems we help build. Hunter cold calls for us."***

Why we recommend Hunter

We recommend Hunter because Jeremy approaches cold calling as our experience tells us it must be approached: as a system. The caller matters. So do the data, messaging, cadence, technology and management supporting that caller.

When results fall short, the answer is not automatically more activity or another person in the seat. The first job is finding the broken link. That is why we use Hunter Consultants for our clients, and why we use Hunter ourselves.



Craig Watkins
Co-Founder,
Reditus Group

Ready to build outbound *that actually compounds?*
We build and manage all six links of the outbound chain so your team can focus on closing.

BOOK A CALL