



# HOW NITRO GREW SDR-SOURCED OPPORTUNITIES 113% YOY WITH FRACTIONAL SALES DEVELOPMENT FROM TENBOUND

## CASE STUDY

**+113%**

more SDR-sourced opportunities YOY

**70%**

growth in the outbound pipeline overall

**20%**

more revenue from SDR-sourced deals in H2

“Our SDRs used to avoid the phones and relied on LinkedIn and email for outreach. Tenbound’s training gave them so much confidence, some of our largest deals of the year ended up coming through SDR cold calls.”

**Nellie Aube**

Vice President Growth & Enablement, Nitro

Nitro's PDF productivity and eSigning solutions streamline business for 68% of the Fortune 500 and over 13,000 companies worldwide.

## Highlights

### Challenges

- Training a novice SDR team without a permanent SDR Director
- Developing an effective training program to grow the outbound sales pipeline
- Establishing a Sales Development program that will transition easily when a new leader is hired

## CHALLENGES

### GROWING OUTBOUND SALES WITH A NOVICE SDR TEAM AND NO SDR DIRECTOR

Nitro's business productivity software was growing fast. With recent acquisitions and mergers, they were shifting focus to mid-market and enterprise segments. Their outbound pipeline needed to grow to keep pace.

The vanguard engaging the new target markets would be the SDR team.

But up to that point, the SDRs had relied almost exclusively on inbound channels. To drive the new direction, they would need training to ramp up quickly or risk stalling the company's growth.

Right at that moment, however, Nitro's Global SDR Director resigned.

With no qualified prospects on the market to replace him, VP of Growth & Enablement Nellie Aube took over the SDR team. She was passionate about developing sales talent, but already had her hands full juggling multiple roles.

"While we were looking for a global SDR Director, we were also growing our enablement team and preparing a new manager to take over that group. In the interim, I was running both teams, leading the up-segment development plans, and building our cross-functional strategy with marketing," she explains.

## Solution

- A fractional Sales Development leader who is deeply embedded in the company
- A sustainable training plan designed for seamless hand-off to a permanent leader
- Immersive participation in regional and global team meetings
- Dedicated ownership of team coaching and weekly 1-1 feedback
- Recommendations that leverage Tenbound's research archive to help SDRs reach sales goals

## Results

- 113% more SDR-sourced opportunities YOY
- 70% growth in the outbound pipeline overall
- 20% more revenue from SDR-sourced deals in H2

Although Nellie had an impressive handle on the big-picture for the growing teams, there just weren't enough hours in the day for her to deliver direct training to the SDRs.

She says, "Our SDR reps needed individual attention to develop outbound selling skills. But with me having essentially three different jobs, there was no way I could coach them all one-on-one."

Nellie needed a dedicated trainer on the front lines guiding the SDR team and building Nitro's outbound channel.

But with a scarcity of qualified SDR Director candidates in the market, she anticipated it would likely be a long wait to hire for this role.

In the meantime, she needed an immediate solution that could bring:

1. An effective training program to help SDRs start growing outbound selling skills.
2. Ownership of one-to-one coaching and implementation plans for global teams.
3. A sustainable system that a permanent SDR Director could easily take over.

Nellie's search led her to the Fractional Sales Development Leader advisory service at Tenbound Inc.

"I spoke to other SDR executives who had leveraged Tenbound while they searched for permanent managers and directors. They all had great reviews and confirmed this fractional service was exactly what I needed."



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## **SOLUTION**

### **A FRACTIONAL SALES DEVELOPMENT LEADER DEEPLY EMBEDDED WITHIN THE COMPANY**

Nitro partnered with Tenbound to install Pete Mickartz and his Advisory Team as a fractional Sales Development leader for the SDR team.

As Tenbound’s VP of Revenue, Pete brought a proven system for setting up a high-performing Sales Development program that was designed to hand-off easily.

“Sales Development leaders in SaaS are hard to come by. There’s such a need for an interim head who can lay a strong foundation and transition the new leader when they come in,” Nellie says.

Pete’s process began with assessing Nitro’s needs and establishing the scope of his role within the company.

Nellie says, “I gave Pete everything that involved spending time with the team, like hiring SDRs, leading group activities, and providing one-on-one training and reviews. I continued running the team at a high level and focused on administration, development plans, and strategy.”

To make sure his work was fully integrated within the company, Pete also contributed to weekly North America All Hands and Global All Hands meetings for Sales Development.

In his direct work with the SDRs, Pete met 1-1 with every rep on a weekly basis. He gave feedback on their sales call recordings and taught them scripts for things like objection handling.

“Pete also initiated creative things that made it fun for the reps, like a competitive pitch-off battle. It was more than just coaching, he built team camaraderie,” Nellie says.

Another improvement that Pete delivered was a more effective strategy for SDR hiring.

“We don’t have time to train reps from scratch,” Nellie says.

With Pete’s help, Nitro stopped hiring SDRs straight out of school and started targeting candidates with one or two years’ office experience and strong motivation.

“It’s improved the quality of our SDR team and shortened our ramp-up time significantly,” Nellie says.

The skill that Pete coached the most was cold calling. He leaned on Tenbound’s research archive to establish effective team procedures to grow the outbound sales pipeline.

Nellie says, “Our reps used to avoid the phones and relied on LinkedIn and email for outreach. Pete’s training gave them so much confidence, some of our largest deals of the year ended up coming through SDR cold calls.”

As the team grew more skilled and the outbound channel started to scale, Pete took steps to solidify the future of the Sales Development program. This included working with Nellie and the other sales leaders to establish clear criteria and timing for SDR promotions.

“Our inside sales leadership meets weekly now to review the top performers on the SDR team against our career matrix,” Nellie says.

“The process is open and transparent, so the SDRs know what to expect. With Pete’s help, we’ve also created a middle-tier BDR role, where reps help AEs develop enterprise client relationships and gain exposure to up-segment sales.”

Four of Pete’s recent trainees have been promoted into the BDR role, and another four earned spots as account executives for the small-medium business segment.

Nellie adds, “Some of our experienced AEs are listening to the SDR pitch-offs. The trainees are demonstrating skills that are valuable all the way up the chain.”

Not bad for a novice SDR crew and a company that’s still hunting for a permanent SDR Director.



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# RESULTS

## SDRS THRIVE AND THE OUTBOUND PIPELINE SKYROCKETS

In six short months, Nitro's SDR team mastered telephone outreach and delivered an astonishing 113% YOY increase in opportunities for the sales team.

Their efforts helped grow the total outbound pipeline by 70%, and drove a 20% increase in SDR-sourced revenue in H2.

Nellie says it all comes down to the well-integrated fractional consulting they got from Tenbound.

“Getting our SDRs to embrace cold calling has moved the needle on our outbound pipeline. Pete’s work was the driving force.”

Not only did Pete quickly train a high-performing cohort of SDRs, but he set Nitro up to maintain the outstanding growth and team development into the future.

Nellie says, “Tenbound has given us the foundation for success. Pete’s coaching made our SDRs so confident on the phones, they can now mentor the new classes coming in. I firmly believe that our future top AEs will be coming up through the SDR team.”

Even though it may be long months before Nitro finds a permanent Global SDR Director, Nellie isn't worried. Her partnership with Pete is meeting her company's needs and it continues to elevate performance and morale among the SDRs.

“Without Tenbound, I'd be getting no sleep. I would have dropped high priority items while we struggled to find a new SDR Director. We wouldn't have this level of trust and engagement on the SDR team, and we wouldn't have a thriving outbound pipeline.”



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**GROW OUTSTANDING SALES DEVELOPMENT,  
EVEN WITHOUT A PERMANENT SDR LEADER.**

LEVERAGE A PARTNER WHO'S FOCUSED  
100% ON SALES DEVELOPMENT

**GET STARTED**