



**CASE STUDY**

**people.ai**

How Tenbound helped  
People.ai achieve a  
127% increase in pipeline  
growth through an  
Advisory partnership

## QUICK SUMMARY

people.ai

(Enterprise SaaS)

### CHALLENGES

- Needed consistent playbooks and sales motions for outbounding
- Wanted scalable structures to support the sales team's development and success

### SOLUTIONS

- Developed strategy and pipeline generation model
- Developed initial sales playbooks and motions
- Enablement and coaching for sales team
- Initial agreement evolved into fractional management partnership

### RESULTS

- **127% increase** in Q1 2021 pipeline over Q3 and Q4 2020
- **\$200-300K** in predictable pipeline generated weekly
- **Increased bandwidth** for executive leaders to focus on building other parts of the demand gen engine

# Scaling an Enterprise SaaS Entering Hypergrowth

People.ai is a leading revenue intelligence platform that helps customer-facing teams at enterprise companies capture sales activity to unlock growth.

After acquiring a new slate of customers and bringing on experienced marketing leadership, People.ai achieved triple-digit growth in 2020. But with meteoric growth comes challenges.

## The Challenge

People.ai's VP of Growth Marketing Joe Lee summarized the challenge ahead as he saw it:

"We needed to change from 'do whatever it takes' customer acquisition tactics to thinking about laying the foundations for scale... I realized improving sales development would be the longest lever I had to do this."

This meant clarifying strategy, upskilling their people, and installing processes to ensure the sales team's continued growth and success.

As Joe began his search for a sales development partner, he knew he needed someone who could not only help generate pipeline but also provide structure and enablement opportunities for People.ai's sales team.

## Choosing a Trusted Leader

Before long, a colleague in Joe's network recommended Tenbound. After a call with our CEO & Founder David Dulaney, Joe received a statement of work with clear pricing and an invitation to connect with some of our previous clients for unbiased perspective.

Here's Joe again:

"Both were demand gen leaders who had inherited a sales development team that either didn't have the expertise or had a lot of other burning bridges that they had to deal with. They all needed a stop-gap solution for sales development. **All of them said Tenbound was the exact right fit for the situation I was in.**"

## Laying the Foundation

The goal of the initial two-month engagement was to develop a strategy, draft a sales playbook, and provide initial coaching. There were some unexpected benefits:

"As I think about the value Tenbound created upfront--and I don't even think I knew this is what I was looking for--it's that they acted like a thought partner as I formulated the strategy."

Setting topline sales strategy require constant "zooming in and zooming out", balancing big picture decisions with tactical ones, Joe explained:

"All along the way, I pinged them with questions: 'What's the standard BDR comp?' or 'What do you think about this comp plan?' or 'I'm thinking about splitting the team between inbound and outbound. Is that best for this?'"

"As someone who has led sales development teams, just not in the role of frontline manager, having that resource to build out the strategy and initial plays was vital."

To support the sales team on the ground, Tenbound's VP of Advisory Pete Mickartz joined all of People.ai's team meetings and coached each member of the team weekly.

"Having a coach who's in the virtual bullpen with them, writing the training, doing the enablement, pushing them to do the dials, working through the emotional baggage that comes with [that] was invaluable."

# Building the Machine

With their sales development foundation and playbook in place, People.ai's needs shifted. And so did Tenbound's support.

Pete evolved from a strategic consultant to a coach/fractional manager, supporting the team in everything from reviewing daily dials and playbook scripts to making recommendations for research and outbounding to specific high-value accounts.

"Having a fractional leader take coaching and enablement off my plate so that I could focus on performance reviews, HR, and being the visionary leader upfront really helped make my life a little bit more sane as we laid the foundations for the team."

But would these efforts be enough to achieve the ambitious goals People.ai set?

## The Results

Even Joe wondered if it would be possible to reach the goals set with Tenbound.

"Frankly, I looked at the quarter's pipeline target and I was like, man, there's no way we're going to hit these goals. They were just bigger than anything we had done before."

Then things took an unexpected turn:

"Up until Month 3, I was unsure we would be able to do it. And all of a sudden on Month 3, I was like, "Wow, we're looking good, predictably generating about \$200,000 to \$300,000 of pipeline a week. And we might actually exceed the model..."

Then we actually exceeded it."

In a sentence, the results have been smashing. People.ai achieved 114% in pipeline growth in Q1 2021 over Q4 and Q3 2020, a good portion of which "is because of the change in strategy and enablement done in sales development."

Beyond the generating \$200,000-\$300,000 in pipeline each week, Joe shared one last benefit of having his sales development needs met and metrics mastered:

"The huge pipeline growth in Q1... has really given me a lot of leverage and runway to work on the other components of the demand machine I'm building."

Overall, People.ai, and Joe in particular, are thrilled with the results and inspired for the future:

"Really, really happy with Q1 results and looking to exceed our targets again this quarter."

"If Tenbound were coming in for a fractional management or strategy role, I would 100% recommend."



**More pipeline, more  
appointments, more sales.**

## Tenbound Advisory.

Find out how our sales development consulting, coaching, and fractional management can help your team build systems that get more appointments, more pipeline, and more sales.

If you're ready to grow your SaaS Sales Development program,  
we're the right partner to make it happen.

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