

“EngageTech is a world class leader in recruiting, onboarding, training, managing, mentoring and growing the careers of outstanding sales development reps. From their first 30 days, right out of the gate, they are filling qualified pipeline to our sellers.”

“We're excited about the accelerated growth we experienced at the tail end of 2024 and just as excited about the hockey stick we're undergoing in 2025.”

Kevin Cochrane, Chief Marketing Officer



## £20 Million in Pipeline Generated

We began the journey with EngageTech in the UK and then branched out into Spain, France, Germany, Netherlands, and the Nordics. Based on the success of our programme in EMEA, we decided to accelerate the buildout of our sales development function in North America and again asked EngageTech in their Charlotte office to build out our new SDR function here in North America.

### VULTR Model

Vultr operates as a very lean organisation. Cost efficiency matters in cloud computing; the more we can automate our cost efficiency, the greater the cost savings we can pass on to customers to remain the best-priced performance leader in the industry. Until recently, we funded the entire build-out of the Vultr platform from cashflow. We never took a dime of outside capital and never hired a single person in sales and marketing. **That includes sales development: We specifically outsource our sales development and we need that function to be elite.**

### The Need

We're growing rapidly both internationally and here at home in the US so what was critical for us was to get a world class team, out of the gate, fully functional to execute our campaigns and to feed a qualified pipeline to all of the AEs that we're hiring to close deals.



## 3 Reasons You'll Win with EngageTech

01

The Engagetech team members operate as if they're my own employees. In the past, when I outsourced SDRs, it always felt like a separate team that needed managing; that would send me a report once a week. EngageTech puts brilliant exceptional people in my team that make themselves fully part of the organisation. I consider them like my right hand.

02

EngageTech excels at the recruiting process. They treat recruitment as a science that they've rigorously honed. EngageTech's SDRs must be the brightest and most energetic, with all the enthusiasm and gumption needed to make it through the filters and tests EngageTech imposes upon them. When they come to me, they bring an onboarding and training program and can show how they'll succeed in the first 30, 60 and 90 days. EngageTech looks for the correct depth of skill to do this very difficult job and then delivers daily coaching, often referring to every single phone call made. There's nothing else like this deployment elsewhere in the market.

03

The success rate and depth of impact is phenomenal. Our EngageTech SDRs have higher productivity levels, higher engagement and are much more committed in the long-term to the success of our clients than you could possibly expect.

### The NPS Question

How likely are you to recommend EngageTech to a friend or colleague?" Respondents rate their likelihood on a scale from 0 to 10, with 0 being "not at all likely" and 10 being "extremely likely."

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It's a 10; a 10 every time. I'd only ever recommend EngageTech and do it wholeheartedly. Anyone who engages with ET will not be disappointed. The DNA of the team is such that they will never let you down as a client. That's not something you can say about other outsourced SDR firms.”

Kevin Cochrane, Chief Marketing Officer