



Feathr: The Journey for Scalability and Flexibility

Industry: SaaS

Headcount: 158

Customer Type: Non-Profits

JumpCrew Services: Sales

Development Representatives



The Challenge

In July 2020, amidst the challenges of the COVID pandemic, Feathr sought a new outsourced sales partner. They needed a partner that could:

- Grow revenue
- Rapidly scale according to needs and demand
- Collaborate on strategy
- Support ongoing leads
- Explore new creative markets

JumpCrew's proven methodology differentiated us from the competition, thanks to our winning sales culture, hands-on approach, and digital marketing expertise.

The Plan

JumpCrew's detailed discovery process led us to revamp Feathr's sales pitch processes. Feathr needed to both increase the quality of their leads and increase the number of touchpoints for each qualified lead to nurture them through the funnel.

- We established new metrics and KPIs for our dedicated sales reps focused on a high volume of

About Feathr

Feathr is a digital marketing platform designed for nonprofit organizations, trade and event organizations, and credit unions. With 158 employees, their advertising toolkits help build and maintain memberships within these various organizations.

"JumpCrew was exactly what I was looking for. I vetted multiple sales companies and a few things that solidified my choice was the management structure, coaching, continuing education and the joy each staff member I spoke with showcased."

—*Michel Moore, Director of Business Development, Feathr*



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daily activities.

- Our sales managers collaborated with Feathr subject matter experts to develop virtual training and coaching opportunities for sales reps.
- We created new buyer personas for enhanced targeting and lead acquisition.
- Our teams tested warm bound, outbound, in bound, and event outbound sales methodologies.
- We quickly pivoted between three verticals as market conditions changed, keeping a steady revenue stream for Feathr.

Best of all from Feathr's perspective, we provided the ability to scale up quickly. Starting with two reps, we've gone as high as 45 reps, adjusting based on market conditions and business need.

Weekly Metrics

Our Feathr team generates the following actions every week:

- 65 calls/rep/day
- 30 emails/rep/day
- 7% connect rate
- 23% close rate

The Results

JumpCrew's sales expertise paid dividends for Feathr and helped them weather the COVID pandemic in fantastic shape. Due to sustained high performance, JumpCrew has repeatedly added business development reps (BDRs) to meet the influx of generated leads.

Our digital marketing specialists have enabled this sales growth by creating email marketing nurture sequences. Integration of sales and marketing efforts enables real-time collaboration between marketing experts and the BDRs on the sales frontline.

Recent Results

- \$4.35 million profit
- \$367,550 closed-won revenue in Q1 of 2023
- 500% pipeline growth