



Trisaamaa Leadvantage Solutions Private Limited



# CASE STUDY - CYBERSECURITY, RISK AND COMPLIANCE

**CYRAACS Sales Challenge and Resolution through  
Leadvantage Appointment Setting.**



## Generating Quality Sales Appointments Consistently for CyRAACS

Since partnering with CyRAACS, **Leadvantage** has been dedicated to solving their sales challenges through expert appointment setting services. Our data-driven and relationship-focused approach has enabled steady sales pipeline growth, enhanced lead quality, and improved conversion rates.



# About The Client



CYRAAC Services Private Limited (CyRAACS) is a leading cybersecurity firm headquartered in India, empanelled with CERT-In and accredited by CREST. They deliver best-in-class cybersecurity solutions that empower businesses, from nimble startups and SMBs to complex large enterprises, to strengthen their security posture, manage regulatory compliance, and build long-term resilience.



# Their Pain Points



## Strategic Consulting

- Inconsistent lead flow and low-quality prospects disrupting sales momentum



## Operational Excellence

- Underperforming appointment setting efforts impacting the sales funnel volume and velocity



## Market & Consumer Insights

- Difficulty reaching the right decision-makers and securing meaningful conversations



## Funnel Advisory

- Need for a strategic, data-backed approach to appointment generation and lead nurturing



# Our Approach

Immediately upon collaboration, Leadvantage undertook a comprehensive audit of CyRAACS' sales engagement strategy and existing outreach efforts. Our goal was to identify gaps and craft an appointment setting strategy aligned with market conditions and CyRAACS's business goals. Effective communication with CyRAACS stakeholders was maintained, ensuring alignment and agility throughout the engagement.



## Data Analytics

Leveraging advanced data analytics to identify and segment high-value prospects matching CyRAACS's target profile



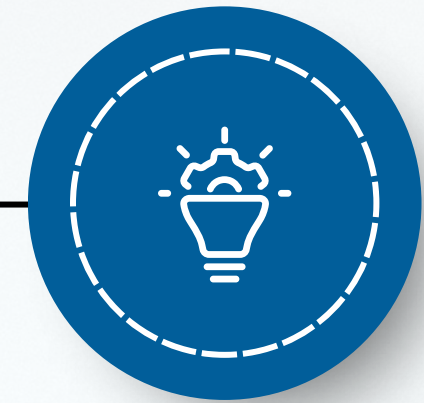
## Strong Collaboration

Developing personalized outreach scripts focused on relevant client challenges and solutions offered by CyRAACS



## Customer-Focused Solutions

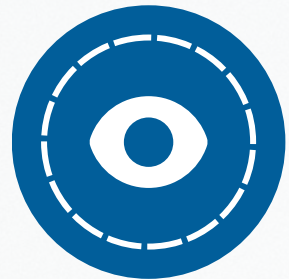
Utilizing appointment setting technology to schedule and confirm meetings efficiently



## Forward-Thinking Innovation

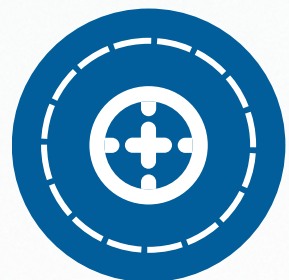
Continuous feedback loops to adjust targeting, messaging, and cadence based on performance data

# Execution & Implementation



## Execution :

- Analyzed past campaigns and lead data to optimize targeting criteria
- Developed a robust sales funnel to nurture leads from initial contact to appointment confirmation.



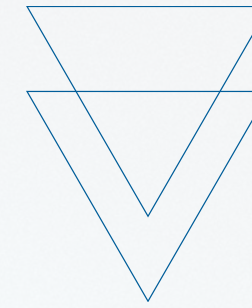
## Implementation :

- Maintained active collaboration with CyRAACS to ensure strategic alignment
- Adjusted campaigns iteratively based on lead engagement metrics and appointment setting success rates.



# Discovering the Niche

Understanding CyRAACS's ideal customer was crucial. Through targeted market research and data refinement, we pinpointed prospects most likely to convert, focusing efforts on decision-makers eager for innovative healthcare and pharma solutions. This precise targeting combined with nurturing helped mature leads effectively.



# Campaign Management & Reporting

Leadvantage implemented a transparent reporting system. Regular communication kept CyRAACS informed of:

- Lead quality and quantity metrics
- Appointment setting rates and cancellations
- Pipeline contribution and sales impact

This helped CyRAACS steer their sales strategy with confidence.

**Key Steps:** ➡



## Conduct SWOT Analysis

Evaluate internal strengths and weaknesses, along with external opportunities and potential threats.

## Company & Competitor Evaluation

Perform a thorough review of our own business structure and compare it with key competitors.

## Spot Growth Potential

Pinpoint gaps and untapped areas in the market that offer promising opportunities.

## Examine Market Trends

Study evolving market dynamics and gain insight into customer preferences and buying habits.

# Results!

Over the past year, Leadvantage's appointment setting services have resulted in:

- Significant increase in qualified sales appointments booked monthly
- Improved lead quality, enabling CyRAACS's sales team to focus on higher-value prospects
- Enhanced sales conversion ratios tied to the appointment setting strategy
- Established a reliable and scalable sales pipeline supporting ongoing growth



# Contact Information

We are ready to support your business journey and explore new opportunities together. Feel free to reach out to us through the following channels.



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