

2 YEARS OF SALES IN 6 MONTHS

The Hortau Story



Hortau, an irrigation management system that helps growers keep their plants healthy and use their inputs more efficiently, implemented Phone Ready Leads™ to increase their conversations, but got more than they expected. “In 6 months, we are about to close more deals from our insides sales than in the past 2 fiscal years together (94k vs 105k, 16 deals vs 9 deals)”, explained François Proulx, VP Commercial Operations at Hortau.

THE RESULTS

Fiscal Year	Total Opportunities Created	ARR Opportunities Generated	Closing Rate (by count)	Closing Rate (by ARR)
2021 YTD (6 months)	30	191k	53%	49%
2020	9	165k	22%	20%
Last 2 FY (2020 and 2019)	33	487k	27%	22%

2021 YTD	Total Opportunities Created	ARR Opportunities Generated	Total Deals Closed	Total ARR Deals	Closing Rate (by count)	Closing Rate (by ARR)
2021 YTD (6 months)	30	191k	17 (16 from YTD)	101k (94K from YTD)	57% (53% from YTD)	53% (49% from YTD)
Last 30 days	8	36k	10 (4 from L30d)	42k (14k from L30d)	125% (50% from L30d)	116% (39% from L30d)

“Our D2M ratio today with the way we usually cold call: 2.78% Our D2M with your connect validated leads : 18.75% (5 meetings scheduled + another one to set on the calendar out of 32 connect validated leads we contacted so far).”

François Proulx
VP Commercial Operations

Because of Phone Ready Leads™, Hortau expected 2x the conversations, but what they got was 2x meetings. François adds, “The best initiative the company has invested in this year.”

Would getting 2 years of sales in 6 months be worth 15 minutes of your time?

Contact us today!

Book a time to chat [here](#) | (415) 994-0110 | reisertconsulting.com

