



&



# XELANTT PROFIT STRATEGISTS CASE STUDY



**5376**  
Prospects



**283**  
Conversations



**109**  
Appointments

- **Client**  
Charles Dents
- **Niche**  
Business Coaching/Consulting
- **Year**  
2023
- **Website**  
<https://Xelantt.com/>

## The Solution

1. **Strategic Research & Planning:** Exotto researched and determined Xelantt Profit Strategists's Ideal Customer Profiles (ICPs), market trends, and financial service requirements. This enabled us to develop an accurate marketing strategy that matched Xelantt Profit Strategists's goals.
2. **Targeted Email & LinkedIn Campaigns:** We developed highly targeted email and LinkedIn outreach campaigns for business owners seeking funding, growth planning, and exit strategy. Also, we optimized messaging, subject lines, and audience segmentation to increase engagement and response rates.
3. **Engagement & Follow-ups:** Exotto initiated meaningful discussions with key decision-makers, ensuring valuable business conversations and scheduling high-quality appointments with business owners, consultants, and executives.

## Customer Story

Xelantt Profit Strategists is experienced in enhancing business growth and providing businesses with top-tier exit valuations. Xelantt Profit Strategists provides customized financial solutions, and full-cycle exit planning, and enables business owners to grow cost-effectively.

Operating a business is already full of challenges, but obtaining the right financial backing shouldn't be one of them. So, Xelantt Profit Strategists assist businesses in accessing capital, optimizing operations, and maximizing their overall value to guarantee a profitable and smooth exit when required.

Xelantt Profit Strategists reached out to Exotto to figure out a lead generation strategy designed specifically for their business to gain greater exposure and higher-quality leads.

## Challenge

- Difficulty in reaching the right business owners and decision-makers.
- Need for a strategic outreach strategy to win businesses looking for funding and exit planning services.
- Need for a focused marketing approach to enhance conversion rates.
- Email and LinkedIn outreach strategies to target business coaches, consultants, and entrepreneurs.

## The Results

- 109 Appointments
- 283 Conversations
- Outreached 5376 Prospects

“ *By its alliance with Exotto, Xelantt Profit Strategists was able to enhance its lead generation process, widen its reach, and reach out to companies seeking financial growth and high-end exit planning solutions.* ”