

# How Ermetic accelerated growth & boosted opportunity size with ViB appointment setting

**50%**

of appointments converted to opportunities

**\$100k**

average opportunity size

**20%**

higher opportunity size than any other source

## Overview

Ermetic's founders first partnered with ViB shortly after launching the company in 2018. With only a handful of people covering global sales, the team needed support to scale business. ViB quickly delivered twice as many meetings as Ermetic's small and busy internal team, freeing up sales leaders to build relationships and foster Ermetic's explosive growth.

Then, when Bruce Gibson first came on board as the worldwide Director of Inside Sales, he nearly canceled ViB's appointment setting program. He was building a team of Inside Sales reps and assumed the program was redundant. But, before pulling the plug, he analyzed the meetings ViB was delivering — and that's when he discovered an impressively high ROI.

Gibson decided to keep the appointment setting program for another two months. Now, it's been over a year since Gibson started, and ViB's appointment setting is still yielding tremendous results.

“If you're looking to have a comprehensive approach, and find every place where there's a potential for good conversations, then ViB is **an excellent supplement to your sales program.**”



**Bruce Gibson**  
AVP of Inside Sales



## Results

Today, ViB delivers higher opportunities to close than any other lead source (save for a few referrals). Now working as the Assistant Vice President of Inside Sales and leading a team of 25 people and growing, Gibson says he doesn't necessarily need the volume — but the quality of the leads ViB delivers is where the real value lies.

"Supporting hypergrowth requires a truly comprehensive inside sales program. Business leaders are being pulled in a million directions and their inboxes are being inundated with messages from vendors competing for their time, Gibson says. "ViB enables us to cut through the noise and meet these folks closer to where they want to be."

Thanks to the appointment setting program, Ermetic can expand market reach, including people who don't respond well to cold calls and cold emails. Additionally, ViB's commitment to quality and getting it right help the appointment setting program outrank competing solutions.

"There are tons of third-party companies that claim to be able to help you get meetings and qualify prospects. But, when you start working with them, you have to train their people — which is a huge time commitment, and the results aren't guaranteed," Gibson says. "But with ViB, we get to control everything the prospects see, so the message can't get bungled. It's our messaging and our qualification criteria. Plus, ViB appreciates its customers a lot more than what I'm used to," Gibson says. "And they convert higher than any other lead source — they're gold."

Ready to generate pipeline with ViB?

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