



Dux-Soup
Smarter lead generation



Maximize Others
Leadership Resources
generates \$100,000 per
month using Dux-Soup



Maximize Others Leadership Resources specializes in placing fractional senior sales staff. Dux-Soup has been directly responsible for generating \$100,000 per month in revenue for its clients. The company has a 95% conversion rate

on new leads for an executive job placement service created using Dux-Soup. This service has accelerated the sales cycle whilst freeing up resources to spend time on leveraging LinkedIn and closing more business.

“ I attribute \$100k of revenue per month to Dux-Soup ”

Find clients or starve

Jonathan Schober is the “Chief Maximizer” of Maximize Others. He has been using Dux-Soup for three years. He is an enthusiastic user and a successful member of the Dux-Soup Affiliate program. He says:

“Following redundancy from a large enterprise sales role, I had a stark choice: find a way to earn a living by attracting new clients or starve! I got into being an infopreneur and wanted to sell executive job search and coaching services. I began by looking into LinkedIn automation tools and when I heard Dux-Soup was endorsed by legendary LinkedIn coach John Nemo I knew it was the right tool for me. Dux-Soup is now an essential part of my sales and marketing toolkit and plays a key role in delivering success for my clients, and for me personally.”

Building a lasting revenue stream

Jonathan offers coaching, consultancy and executive job search services for senior salespeople who are looking for a fractional or part time ‘VP of Sales’ role or equivalent. He represents around 40 people who want to work in mid-tier companies with a revenue of between \$2m and \$20m. Jonathan first used Dux-Soup to successfully target these business owners to meet this brief.

Jonathan charges a flat rate fee for an onboarding service. Once a candidate is successfully placed with a suitable organisation, Jonathan receives a percentage of the consulting fees that the fractional salesperson receives.

As part of onboarding, Jonathan deploys a tried and tested three step process. He says, “It all begins with optimizing the salesperson’s LinkedIn profile so it works hard as a marketing piece for the candidate. Secondly, we collaborate to identify target employers based on criteria such as vertical sector, location and company size. Finally, I use Dux-Soup alongside LinkedIn Sales Navigator to search for and connect to prospective employers. This vastly accelerates the process of finding, qualifying and opening up opportunities in mid-tier enterprises.

“ Dux-Soup, alongside LinkedIn Sales Navigator, vastly accelerates the process of finding, qualifying and opening up opportunities in mid-tier enterprises ”

The business model rewards early success and on-going engagements. The more candidates I can place, the more profitable I become. I attribute \$100k per month of revenue, to Dux-Soup. The real value of Dux-Soup is that it makes the process of making connections with qualified prospects easier and faster.

I can concentrate on starting authentic conversations which takes me one step closer to my end goal which is to close a sale and begin earning revenue. I consistently deliver new qualified prospects for every month which leads to 1-2 new fee paying employers each year for them. This also means that I can boost the utilization which further increases my revenue.”

“Dux-Soup delivers valuable new enquiries and I have a proven sales close rate of 95% on these”

95% sales conversion rate

Jonathan regularly extols the virtues of Dux-Soup to his contacts, he adds “Every time I get a new client, I turn to my LinkedIn sales and marketing toolkit. You have to dig through the dirt on LinkedIn to get to the gold and this is what Dux-Soup enables me to do. It always delivers valuable new enquiries. The quality and targeting are high and I have a proven sales close rate of 95% on these new business enquiries.

Growth hacking with Dux-Soup accelerate the sales cycle and enables me to grow my business more rapidly. It helps me to do more every working day. Without Dux-Soup’s automation capabilities, I simply wouldn’t be able to achieve the same degree of success that I have enjoyed. I would highly recommend Dux-Soup to anyone that wants to maximize sales growth and achieve high performance targets.

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I include a new Dux-Soup subscription as part of the onboarding. As a registered member of the Dux-Soup Affiliate program, every time I am responsible for a new Dux-Soup license, it drives further revenue.”

Launching a new sales training course

Later this year, Jonathan will be working on the launch of a new certified sales leadership course which empowers delegates with the skills for rapid growth and sales success. He will use Dux-Soup to make the initial contact over LinkedIn.

He explains, “Dux-Soup enables me to do more prospecting for new services without significant impact on my time. I will be able to craft personalized messages to my first level contacts about the sales leadership course as well as connect with second and third level contacts. As they accept the connection request, Dux-Soup sends a tailored follow up message.

Dux-Soup allows me to visit the profiles of anyone that matches my search criteria and collect email addresses. Following the latest changes to LinkedIn, this has become a value-added chargeable service for clients further increasing the ROI that I get from Dux-Soup.

Dux-Soup is very easy to use. Whenever I have to contact Support, they are always very responsive. It is clear that this is a company that places service at the heart of what they do.”

Will van der Sanden, Founder of Dux-Soup concludes, “Sales 2.0 uses very different techniques these days. Growth hacking is made possible by leveraging the content on the world’s largest online professional network. Jonathan’s experience underlines the impact that Dux-Soup can make in a sales environment, as well as contributing extra revenue opportunities via the affiliate program.”



Will van der Sanden

For smarter lead generation www.dux-soup.com