

Kensington Sales Group Case Study Viridian Weapon Technologies



212 TOTAL
TRIAL &
EVALUATION
PERIODS IN
18 MONTHS



> 6000
TARGET
ACCOUNTS



KENSINGTON
SALES GROUP

CHALLENGES



Viridian produces a weapon mounted camera for law enforcement personnel to provide additional levels of transparency both internally & to their communities following an event when a firearm was drawn. The technology was best presented via a trial, and Viridian needed assistance reaching out to agencies nationwide.

SOLUTIONS



Kensington Sales Group conducted a campaign to increase pipeline via trial & evaluation periods for their law enforcement line of products.



Outbound
Calling



Email Marketing
Campaigns



Event-Based
Prospecting

RESULTS



1

Increased Pipeline via Trial & Evaluation Agreements

212 Trial Periods secured during an 18 month campaign. Contacted over 6000 different agencies, including Police Departments, Sheriff's Offices, & Campus Safety Agencies

2

Live Demonstration Campaigns

Drove attendees at regional "Roadshow" campaigns for in-person demonstrations to Law Enforcement agencies.

3

Event-Based Prospecting

Designed & executed pre-event campaigns to increase booth traffic at national tradeshows (IACP, SHOT Show, etc.)
Conducted post-event outreach to maximize event spend

