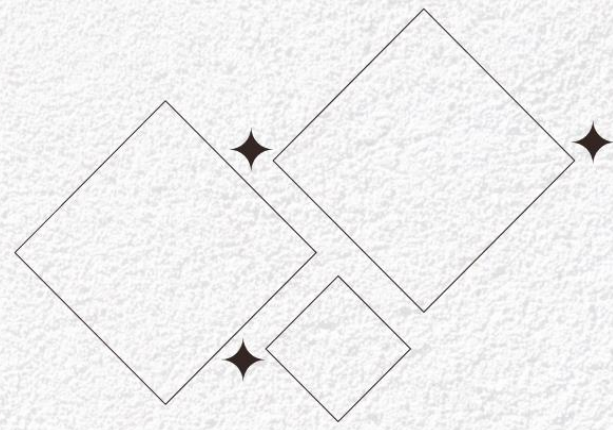




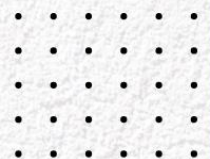
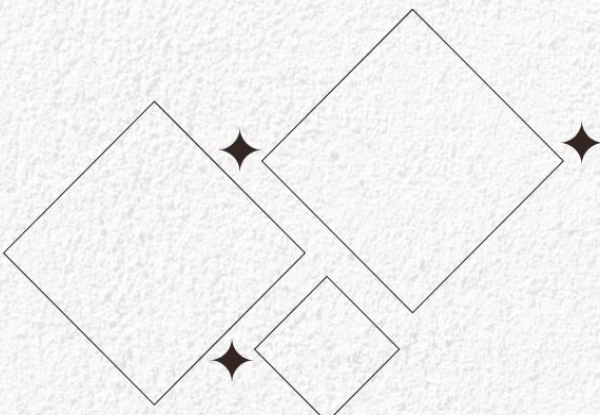
**HYPERMODERN  
SYSTEMS**



## Case Study

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**\$925K Pipeline, \$185K Closed, and a  
GTM Engine That Boosted Their Exit  
Multiple from 4.5x to 6.2x in 45 Days**



## OVERVIEW

For MSPs, valuation isn't about hype. It's about EBITDA, and when a mid-market Texas-based MSP started prepping for acquisition, they knew flat growth would tank their multiple.

This MSP had strong retention but no outbound motion. Inbound had stalled. The founder was still driving revenue. And with acquisition talks heating up, they needed pipeline and process—fast.

Hypermodern Systems launched a six-week Signal Sprint to inject \$925K in new pipeline, close \$185K in revenue, and build a documented GTM engine that helped increase their exit multiple from 4.5x to 6.2x.

## THE CHALLENGE

This wasn't about hitting sales targets. It was about reshaping the company's story before LOI negotiations. The problems were clear:

1. Pipeline was inbound-only or renewal-based
2. Founder was still the #1 closer
3. CRM was outdated and scattered
4. No outbound system existed.
5. Revenue wasn't repeatable or scalable
6. Buyers flagged risk due to "key-person dependency"

## THE SOLUTION

Hypermodern deployed a tactical 3-part GTM fix:

### Signal Reactivation

- Revived closed-lost and cold leads using Apollo + Clay
- Created vertical-specific outbound sequences based on historical interest
- Focused on accounts that had previously stalled due to timing, not fit

### Founder-Offload Playbook

- Used Fathom to record the founder's calls and extract repeatable insights
- Built talk tracks, objection-handling docs, and SDR-ready messaging
- Turned tribal knowledge into a documented system

### 24/7 AI SDR (LLM-Embedded + Pre-Sales Q&A Engine)

- Trained an LLM AI assistant on the MSP's services, proposals, and regulatory/compliance language.
- Embedded it both on-site and directly into outbound Apollo campaigns, allowing prospects to engage with the AI via link before replying
- This LLM-powered rep fielded technical deep-dive questions from prospects who weren't ready for a call, but wanted to dig into the MSP's capabilities like stack, security, or pricing, before committing to a call.
- Served as a discovery call before the discovery call, qualifying serious interest and eliminating tire-kickers
- Converted skeptical or hesitant buyers into sales-ready leads without a human ever stepping in
- Captured pipeline after hours, during off-cycle campaign touches, and from "maybe later" prospects who just needed more technical clarity.

## OUTCOMES & RESULTS

In just 45 days:

- **\$925K** in pipeline generated
- **\$185K** in new revenue closed
- **1** fully documented GTM system, ready to hand off
- Founder's pipeline contribution dropped to <50%
- Valuation multiple increased from 4.5x → 6.2x during buyer diligence

## TAKEAWAYS FOR MSP FOUNDERS

If you're thinking about selling in the next 12–18 months, what you need isn't "more leads," it's a repeatable GTM system that lowers risk, grows revenue, and looks good on a spreadsheet.

1. You don't need headcount to show growth. You need signal and execution.
2. Buyers reward process, not founder hustle.
3. Outbound can be repeatable when it's built right.
4. AI + cold outbound = leverage without headcount.
5. Pipeline isn't a sales metric. It's a valuation weapon.

## ABOUT HYPERMODERN SYSTEMS

Hypermodern Systems helps MSPs accelerate growth, de-risk GTM execution, and drive valuation outcomes, without hiring headcount or waiting 90 days for results.

We don't sell leads

We build machines.

[hypermodernsystems.com](https://hypermodernsystems.com)

Want the teardown that shifts your exit multiple?

[hypermodernsystems.com/teardown](https://hypermodernsystems.com/teardown)