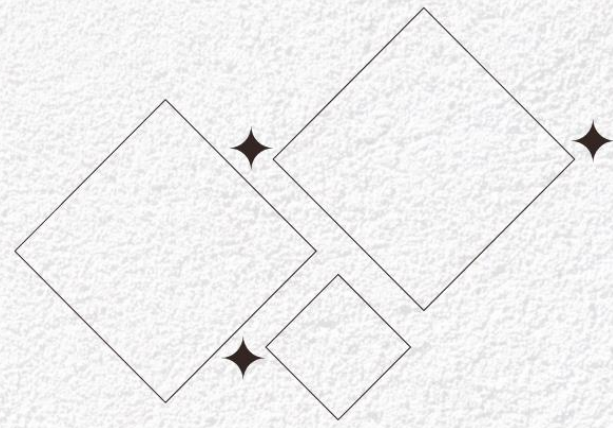


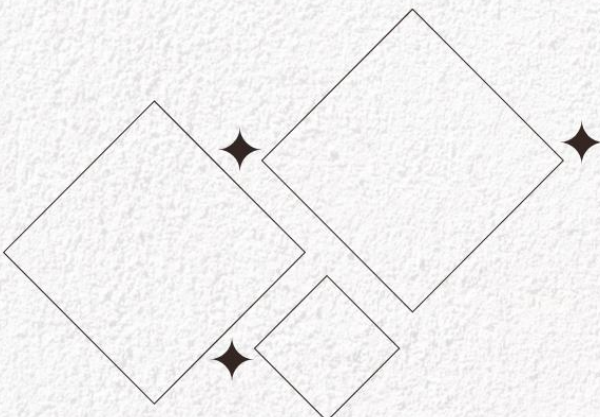


**HYPERMODERN
SYSTEMS**



Case Study

**REVIVING \$800K IN DEAD PIPELINE:
HOW HYPERMODERN BROUGHT A
MID-SIZED MSP BACK TO LIFE.**



OVERVIEW

Mid-market Managed Service Providers (MSPs) face an increasingly complex go-to-market landscape. Many are caught between maintaining solid operational execution and unlocking new growth, especially when preparing for valuation events, such as an acquisition or investment.

One Texas-based MSP, focused on the financial services sector, was in precisely this position. While operationally sound, their growth had stalled. Sales remained highly dependent on the founder, and outbound efforts were ad hoc or non-existent.

Hypermodern Systems partnered with the MSP to develop a revenue reactivation engine targeting one of the most underused assets in the average CRM: closed-lost opportunities. By combining automation, AI, and precision sales operations, this six-week initiative generated over \$800,000 in pipeline and \$175,000 in new revenue, and, most importantly, created a scalable foundation for repeatable outbound success.

THE CHALLENGE

The MSP was approaching a valuation event and needed to show EBITDA growth, but several obstacles stood in the way:

1. Inbound leads had dried up.
2. The sales motion was entirely reliant on the founder.
3. CRM records were outdated and fragmented.
4. No outbound engine existed.
5. Sales enablement was once tribal knowledge, not an institutionalized process.
6. While the company had hundreds of closed-lost opportunities, no system existed to re-engage them.

THE SOLUTION

Hypermodern Systems developed and deployed a 3-part GTM activation plan using a modern tech stack:

- **Apollo:** Used for data hygiene to enrich and validate hundreds of outdated leads, and for outbound execution, including email, phone, and LinkedIn cadences targeting the highest-intent prospects.
- **Fathom:** Recorded all discovery and sales calls to create a training library. This helped junior reps learn from the founder’s style and addressed the “founder’s sale” bottleneck by turning instinct into playbooks.
- **CustomGPT.ai:** A custom AI-powered sales rep was built and trained on past sales proposals, technical documentation, and regulatory responses. It was deployed on the MSP’s website to engage technical prospects, especially after hours and on weekends, allowing many high-intent conversations to begin without human involvement.

“

Above all, what Mike and his team did really well was on the reporting side. Every Friday, we got together for about 45 minutes and talked in detail on the results, what was working, what wasn’t, and what next week was looking like.

”

Founder

FRAMEWORK & DELIVERY

Hypermodern Systems delivered not just execution, but a comprehensive enablement framework designed for seamless handoff and scalability.

Element	Description
Messaging Strategy	Personalized by previous interest, vertical pain points, and tech readiness.
Weekly Reporting Loops	45-minute reviews ensured rapid iteration, full visibility, and trust.
Sales Ops Toolkit	Included templates, sequences, call guides, and the AI training corpus.
Scalability Playbook	Designed to be handed off internally or managed by a fractional team.

OUTCOMES & RESULTS

In just six weeks, the initiative produced significant, measurable results:

- **15** new qualified opportunities
- **\$800K** in net-new pipeline
- **\$175K** in closed revenue
- A validated, repeatable outbound system
- Reduced reliance on founder-led selling

STRATEGIC TAKEAWAYS FOR MSP EXECUTIVES

For MSPs with 11–100 employees, this approach serves as a playbook:

1. Closed-lost leads are a hidden asset. Treat them with care and structure.
2. Outbound works if it's operationalized, not just sporadically.
3. The founder's sale isn't scalable; record, systematize, and train.
4. AI helps warm high-intent prospects, particularly those who tend to avoid traditional sales outreach.
5. Reporting isn't admin, it's GTM fuel when it leads to decisions and iteration.

ABOUT HYPERMODERN SYSTEMS

Hypermodern Systems helps MSPs and B2B companies design outbound systems, integrate AI in revenue workflows, and convert tribal selling into institutional capability. We work with lean GTM teams to unlock revenue fast — while laying the foundation for scale. Learn more at hypermodernsystems.com