CASE STUDY

BUILDING A SCALABLE SALES AND MARKETING GROWTH ENGINE

How Insource Leads helped Parsolvo strengthen its go-to-market strategy, expand market visibility, improve sales operations and build a repeatable platform for growth.

2026 SLEDIE
INDUSTRY NAVIGATOR TRAILBLAZER AWARD

ALWAYS-ON
MARKET VISIBILITY CHANNEL

parsolvo

01 THE CHALLENGE

Parsolvo is a technology consulting and professional services firm serving complex public-sector and enterprise organizations, with practice areas spanning IT modernization, FinOps and IT financial management, shared services, cybersecurity and cost optimization.

When Parsolvo engaged Insource Leads and in-house GTM expert David Balzen — serving as Parsolvo's Fractional Chief Growth Officer in year one — the company already held deep technical expertise, strong customer relationships and real public-sector credibility.

The challenge was translating those strengths into a scalable, repeatable engine. Parsolvo relied on founder-led selling and industry conferences; digital marketing remained inconsistent, LinkedIn converted poorly and core sales processes needed structure.

02 THE OBJECTIVE

01 Strengthen the brand

02 Clarify the message

03 Increase market visibility

04 Improve sales execution

05 Establish repeatable channels

06 Build infrastructure to scale revenue

03 THE INSOURCE LEADS APPROACH

DISCIPLINES ENGAGED

- MESSAGING & POSITIONING
- SOCIAL MEDIA
- EXECUTIVE LINKEDIN STRATEGY
- CONTENT DEVELOPMENT
- WEBSITE STRATEGY
- LEAD GENERATION
- CRM & PIPELINE MANAGEMENT
- SALES OPERATIONS

STRUCTURED LEAD MANAGEMENT

A methodology distinguishing Marketing Qualified, Conversation Qualified and Sales Qualified Leads, with clearer criteria for advancing prospects.

ALWAYS-ON VISIBILITY

Social presence evolved from intermittent activity into a constant channel, with executive networks amplifying content between conferences and meetings.

InsourceLeads
Managed Inside Sales Services

Sales and marketing stopped operating as separate efforts: coordinated messaging, content and pipeline discipline turned credibility Parsolvo already had into visibility the market could see.

Edit with Lovable

04 THE RESULTS

The market began responding quickly. Parsolvo CEO Joseph Janecka reported receiving outstanding feedback on the company's LinkedIn content, including government prospects who screenshotted posts and texted them directly to him.

Janecka described Balzen's work as "masterful," recognizing the strategic clarity and execution he brought to Parsolvo's growth efforts, and said the content was starting to catch on across the public-sector market.

Parsolvo also began experiencing a consistent upward trend in website traffic following the launch of its expanded social media activity, with internal confidence in the brand direction growing alongside it.

> **"This is really good."**
>
> GOVERNMENT PROSPECT, BY TEXT MESSAGE

> **"That visibility that we need in between these face-to-face meetings."**
>
> JOSEPH JANECKA, CEO, PARSOLVO

> **"A good, strong center of the target for our brand voice."**
>
> JOSEPH JANECKA ON THE NEW POSITIONING

05 FROM VISIBILITY TO RECOGNITION

2026 SLEDIE AWARD RECIPIENT

INDUSTRY NAVIGATOR TRAILBLAZER AWARD

Parsolvo was recognized for its leadership in and adoption of the Industry Navigator platform as part of the SLEDies, awards honoring marketing and sales excellence among companies executing innovative, high-performing public-sector campaigns.



InsourceLeads
Managed Inside Sales Services

The recognition reflects Parsolvo's evolution from a relationship- and founder-led sales organization into a disciplined, visible and repeatable go-to-market operation.

06 THE PARTNERSHIP CONTINUES

- CRM ACCURACY
- PIPELINE VISIBILITY
- MEETING FOLLOW-UP
- SALES ACTIVITY
- ACCOUNTABILITY

INSOURCE LEADS + PARSOLVO

Building the strategy, systems, visibility and sales discipline required for scalable growth.

Edit with Lovable