



Koncert

NINJA SALES DOJO CUSTOMER SUCCESS STORY

Overview

Solutions Used:

- Koncert AI Parallel Dialing
- Koncert Cadence
- Parking Lot
- Waterfall Data Enrichment
- Advanced Analytics

Ninja Sales Dojo is a sales consulting and execution firm led by Jason Hardwin, Chief Sensei. The company helps founder-led B2B organizations transition from product-market fit to revenue-market repeatability, enabling predictable and scalable pipeline generation.

Challenge:

Ninja Sales Dojo faced challenges in scaling outbound efforts due to inconsistent systems, low connect rates, and poor data quality—making it difficult to generate predictable pipeline and meaningful conversations.

Solutions Used:

Ninja Sales Dojo implemented Koncert as a core part of their outbound sales infrastructure. Key features utilized include:

- AI-Powered Dialer: Increasing call efficiency and conversation velocity
- Multi-channel Cadence & Email Tracking: Prioritizing prospects based on opens and clicks
- Coaching & Call Script Tools: Enabling reps to practice pitches and follow structured talk tracks
- Parking Lot Feature: Automatically flagging unreachable numbers for follow-up and improving list hygiene
- AI Call Prioritization (“Fire” Indicator): Highlighting prospects most likely to answer
- Waterfall Data Enrichment: Ensuring accurate and up-to-date contact data

“There is no other solution on the market today that does as much as Koncert does as cleanly and effectively.”

“Koncert amplifies a disciplined outbound system and dramatically increases the number of real conversations a team can generate.”

RESULT

“If you want real human-to-human conversations and to increase your pipeline velocity—Koncert is going to give you that 100%.”

Jason Hardwin, Chief Sensei at Ninja Sales Dojo

Benefits:

By integrating Koncert into their commercialization framework, Ninja Sales Dojo achieved:

- **Significant increase in conversation velocity**
- **Improved conversion rates through prioritized outreach**
- **Seamless alignment between strategy and execution**

Metrics:

- **~33% connect rate (1 in 3 calls answered) when making ~150 dials per hour**
- **Ability to handle high-volume outreach (up to 1,000 calls/day) efficiently**
- **Dramatic increase in conversion ratios by calling engaged prospects (email opens/clicks)**
- **Noticeable improvement in pipeline velocity and scalability**

About Koncert:

Koncert is a leading B2B sales engagement platform built to increase conversations and accelerate pipeline growth. With AI-powered dialers, seamless CRM integrations, and automated local presence, Koncert enables smarter, more efficient outreach.

Features like AI PitchLab help reps practice and improve their messaging, while Waterfall Data Enrichment ensures accurate, up-to-date contact data. Combined with a virtual Remote Salesfloor and advanced analytics, Koncert gives sales teams everything they need to scale outbound performance and drive results.