



**MATERIAL
HANDLING**

CASE STUDY

Throughout the partnership, Papé Material Handling leveraged Concept as an Outbound Sales Development Partner. In addition to the execution of calling services, Concept led Papé sales Reps through sales development training to improve internal prospecting efforts.



ABOUT PAPÉ

Papé Material Handling is a full-service material handling equipment and service provider with 38 locations throughout Washington, Oregon, California, Montana, Nevada, and Hawaii.

PROJECT DETAILS

Sales Development
8+ years

Location
Medina, OH

PARTNERSHIP SOLUTIONS



OUTBOUND SALES DEVELOPMENT & LEAD GENERATION

Concept partnered with Papé Material Handling to provide sales development support across their territory to identify needs for new or used lift trucks, parts & service, short-term and long-term rentals, warehouse solutions, motive power, & training.

Concept developed an outreach strategy leveraging outbound phone calls and email to identify the following essential qualifiers within key accounts with the ultimate goal to provide qualified sales-ready leads to Papé Material Handling's sales team.

ESSENTIAL QUALIFIERS (EQs)

Who is the
decision maker?

Where is their need?
(facility, location)

What is their need?

How are they managing
their needs currently?

When is their need?

Why are they interested
in working with or
meeting with
Papé Material Handling?

RESULTS

● **\$91+**
MILLION

IN PIPELINE
CONTRIBUTION

● **8,900+**

QUALIFIED LEADS
GENERATED

● **279,900+**

TOUCHES INTO
MARKET
(PHONE & 1-TO-1 EMAIL)

PARTNERSHIP SOLUTIONS



DATA CLEANSING & PROFILING

Papé Material Handling has a large territory and database. Papé Material Handling partnered with Concept to cleanse data and allow for targeted and personalized marketing outreach strategies. Concept's team executed a combination of internet research and outbound phone calls to identify key intel within accounts.

KEY INTEL IDENTIFIED

- **Decision Maker**
 - Contact information (name, title, phone, email)
 - Decision-making authority
 - Familiarity with MH equipment
- **Account**
 - Facility information
 - Address
 - Facility square footage
- **Competitive**
 - Service provider
 - Service agreement details
- **Fleet**
 - Acquisition mode (new, used, lease, rent)
 - Fleet size
 - Brands
 - Class of trucks
 - Weight capacities
 - Fuel and battery types
 - Next purchase timeframes
 - Etc.

RESULTS

- **7,300+** CLEANSED & PROFILED ACCOUNTS
- **18,800+** DECISION MAKERS IDENTIFIED
- **10,500+** FLEET SIZES IDENTIFIED
- **7,900+** EQUIPMENT ACQUISITION MODES IDENTIFIED

PARTNERSHIP RESOURCE



SALES DEVELOPMENT TRAINING

While Papé Material Handling utilized Concept for outbound calling, sales reps were still responsible for their own prospecting and pipeline development. As the skillsets and mindsets of salespeople are inherently different than a sales development representative dedicated to outbound calling, there was opportunity to improve internal prospecting.

Sales reps traveled to Concept and members of the Concept team traveled to a location within the Papé Material Handling territory to complete training sessions spanned across multiple days. The training curriculum covered is described below.

- Call Preparation
- CRM Utilization
- Decision-maker Identification
- Pipeline Building
- Tasking & Organization
- Best Practices
- Call Components
 - Introduction
 - Discovery
 - Close

Post training, the sales reps who participated applied the curriculum in mock calling exercises and live prospecting within their territory. Through live calling, Concept and the Papé Material Handling team worked together to identify rep's personal poor habits, replacing them with best practices to improve overall prospecting.

Established in 2002, Concept is an outsourced full-service B2B sales development & marketing agency that assists our clients through the design, implementation, and execution of their B2B sales development and marketing strategies.