



Case Study

Concept.

INTRODUCTION

Driving Success In Supply Chain Services

In the competitive landscape of logistics and supply chain services, strategic appointment-setting and outbound lead nurturing initiatives are vital for driving growth and market presence. Learn about our collaboration with a top 10 Third-Party Logistics (3PL) provider that offers a comprehensive suite of supply chain services including dedicated transportation, warehousing, last-mile delivery, e-commerce solutions, and truck leasing and rental. Our partnership with this client began in 2010, and over the past 10+ years, we have implemented a range of targeted appointment setting strategies to achieve outstanding results.

STRATEGIC APPROACH

Targeted Appointment Setting Services

Our approach for the 3PL provider encompassed several key services to optimize their sales pipeline and enhance client engagement:



Targeted Outbound Prospecting/ Appointment Setting

Proactively reaching out to prospects to set up qualified sales meetings.



Account-Based Marketing (ABM)

Tailoring marketing efforts to individual high-value accounts.



Inbound Lead Qualification & Nurturing

Ensuring incoming leads are properly vetted and nurtured through the sales funnel.



Tradeshow Support

Providing both pre-show and post-show support to maximize event ROI.

Leveraging Cutting-Edge Technology

Utilizing the client's Salesforce, we ensured seamless integration and tracking of all marketing activities, providing clear visibility and accountability for results.

CLIENT THOUGHTS

True Extension Of Our Sales & Marketing Teams

“Concept is flexible, is able to pivot quickly when change is needed and is very knowledgeable in our industry.”

RESULTS

Metrics That Matter

Our dedicated team of 10 Full Time Blended (Inbound/ Outbound) Sales Development Representatives (SDRs) delivered significant results:

Number of Activities

149k
per month 149,325 (averaging 12,443 per month)

Number of Qualified Meetings Generated

1,134
Increase Increased revenue from marketing channels by over \$100k, 36% increase in 6 months from the previous period

Pipeline Generated

\$784M
from leads \$784,612,388 from leads generated and qualified by our team

Closed Deal Amount

\$115M
from leads \$114,645,332 in closed deals from leads generated and qualified by our team

Per SDR Performance

Each SDR's contribution on average included:

14k
Annually **Activities:**
14,932 annually (1,244 per month)

113
Annually **Meetings Scheduled:**
113 annually

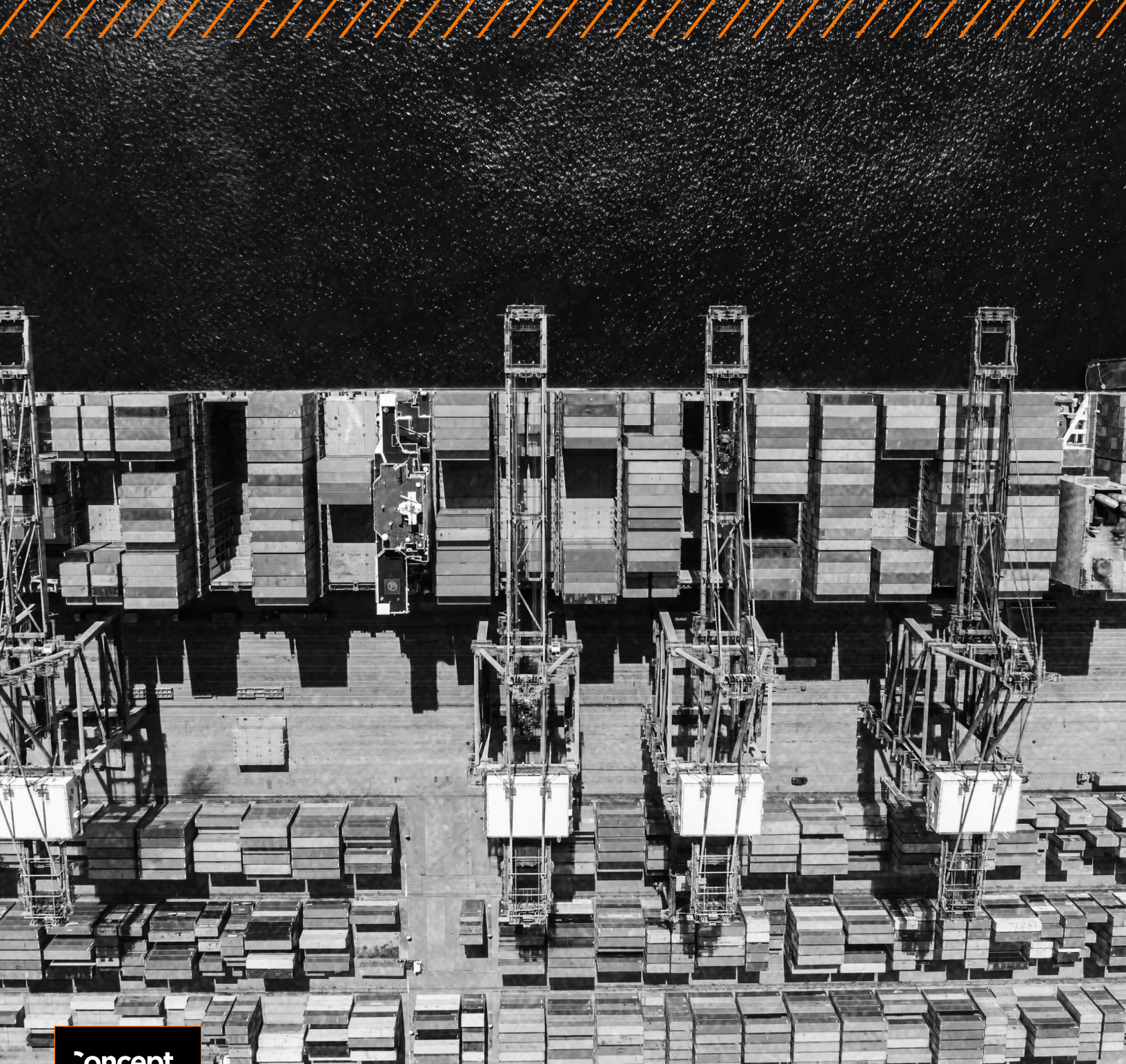
\$78M
Annually **Pipeline Generated:**
\$78,461,238

\$11M
Annually **Closed Deal Amount:**
\$11,464,533.21

Transforming the Sales Landscape

The collaborative efforts have led to significant growth in the client's sales pipeline and revenue. The strategic marketing initiatives implemented have not only increased the volume of qualified leads but also enhanced the efficiency and effectiveness of the sales process.





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CLIENT THOUGHTS

Building A Foundation For Growth

Through our strategic prospecting initiatives, we have helped our 3PL client expand its market presence and achieve continued growth. Our collaboration underscores the importance of innovation, data-driven strategies, and a client-centric approach in driving business success.