



INTRODUCTION

Enhancing Global Market Presence And Lead Management

In the highly competitive construction equipment industry, effective sales development and CRM management are crucial for maintaining and growing market share. This case study explores how JCB, with the support of Concept, improved their brand awareness, lead nurturing, and dealer network support, resulting in significant business advancements.

CLIENT BACKGROUND

JCB: A Global Leader In Construction Equipment

JCB is one of the world's top three manufacturers of construction equipment, with over 12,000 employees across four continents. With a history spanning over 70 years, JCB produces a diverse range of more than 300 machines and sells products in 150 countries through 2,000 dealer locations.



CHALLENGES

Addressing Lead Management And Market Intelligence



Enhancing Brand Awareness and Dealer Network Support

JCB needed to increase brand awareness and provide robust support to their dealer network to sustain and grow their global market share.



Improving Lead Nurturing and Distribution

JCB struggled with effective lead management by their dealers, increasing brand awareness, and nurturing leads through the sales pipeline.

STRATEGIC APPROACH

Implementing Comprehensive Business Development Programs

To tackle these challenges, JCB partnered with Concept to implement strategic initiatives focused on outbound sales development and CRM management. The initiatives included:



Increasing Awareness and Market Intelligence:

Concept executed disciplined call programs to increase brand awareness, identify decision-makers, obtain contact information, and uncover market intelligence for more targeted marketing campaigns.



Efficient Lead Nurturing:

Concept partnered with JCB and participating dealers to design and implement business development programs within targeted dealer territories, following up on marketing-generated leads and targeting prospective customers.



Lead Distribution Process Implementation:

Concept's CRM and Appointment Setting teams created an automated lead distribution process in Salesforce, encouraging dealer contacts to utilize CRM programs and provide feedback on leads and sales results.

RESULTS

Driving Business Growth Through Strategic Sales Development

Significant Lead Generation And Pipeline Contribution

\$10M
Leads

Over \$10M worked through the pipeline.

3,700+
Qualified Leads

3,700+ leads qualified and progressed through the sales funnel.

36,000+
Calls Made

36,000+ calls made on behalf of JCB.

Improved Lead Management And Market Intelligence

Brand
Awareness &
Market
Intelligence

Enhanced brand awareness and market intelligence, leading to more effective targeted marketing campaigns.

Nurturing &
Distribution

Efficient lead nurturing and distribution processes, resulting in higher conversion rates and better dealer support.





IN CONCLUSION

Transformative Impact Through Strategic Partnership

By partnering with Concept, JCB significantly improved their sales development processes, lead management, and market intelligence. This case study highlights the importance of strategic initiatives in overcoming business challenges and achieving success in the competitive construction equipment industry.