



CASE STUDY

JCB faced some challenges when it came to dealer network lead generation management and brand awareness.



ABOUT JCB

One of the world's top three manufacturers of construction equipment, JCB has over 12,000 employees on four continents. The equipment brand has a 70+ year history, produces a range of over 300 machines, and sells products in 150 countries through 2,000 dealer locations.

PROJECT DETAILS

Project Length
5 years

Services Utilized
Outbound Sales Development
CRM

PARTNERSHIP HIGHLIGHTS

\$10+
MILLION

worked through the pipeline

3,700+

leads qualified & progressed through the sales funnel

36,000+

calls made on behalf of JCB

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.

CHALLENGES & SOLUTIONS

As one of the world's top construction equipment manufacturer, JCB has struggled with how:

- their dealers managed leads from corporate offices,
- increase their brand awareness, and
- nurture leads more effectively.

01

INCREASE BRAND AWARENESS & DEALER NETWORK SUPPORT

JCB needed to grow brand awareness and dealer network support to maintain and grow global market share.

INCREASE AWARENESS & UNCOVER MARKET INTELLIGENCE



Through disciplined call programs, Concept increased awareness, identified decision makers, and obtained contact information, all while uncovering market intelligence to allow JCB to execute more targeted marketing campaigns.

02

NURTURE LEADS EFFICIENTLY THROUGH PIPELINE

JCB lacked the ability to nurture leads efficiently

IMPLEMENT BUSINESS DEVELOPMENT PROGRAMS WITHIN TARGETED DEALER TERRITORIES



Concept partnered with JCB and participating dealers to design and implement business development programs within targeted dealer territories. Teams followed up on marketing generated leads while also targeting prospective customers. Not only did Concept's calling efforts provide coverage, they also uncovered opportunities to contribute to the sales pipeline.

03

LACK OF LEAD DISTRIBUTION TO DEALER NETWORK

JCB needed a defined process for lead distribution to their dealer network with insight into ROI

CREATE LEAD DISTRIBUTION PROCESS THROUGH SALESFORCE CRM



Concept's CRM and Business Development team worked cross-functionally to create an automated lead distribution process in Salesforce, further encouraging the dealer contacts to not only utilize CRM programs, but to also provide lead feedback and sales results.