

CASE STUDY

Throughout the partnership, MH Equipment has leveraged Concept in a variety of ways including:

- Outbound Sales Development
 - JCB Construction Equipment
 - Material Handling
 - Data Cleansing & Profiling
 - Prospect Satisfaction Surveys
 - Customer Satisfaction Surveys
 - Salesforce consulting, support, & training
- Supply Chain Solutions
- Industrial Cleaning Equipment

ABOUT MH EQUIPMENT

MH Equipment is one of the largest and fastest growing material handling service providers in the US. Since 1994, MH Equipment has evolved from a small company of 50 employees into an organization composed over 900+ employees, 33 full-service locations and 29 servicing locations throughout Illinois, Indiana, Iowa, Kentucky, Missouri, Nebraska, South Dakota, Ohio, Pennsylvania, and West Virginia.

PROJECT DETAILS

Sales Development
8+ years

Location
Medina, OH

PARTNERSHIP SOLUTIONS



OUTBOUND SALES DEVELOPMENT

Concept partnered with MH Equipment to provide Sales Development support across multiple divisions:

- Material Handling
 - Identify needs for:
 - New or used lift trucks,
 - Aerial equipment parts and service,
 - Short-term and long-term rentals,
 - Allied products, and
 - Training
- Industrial Cleaning Equipment
 - Identify needs for industrial cleaning equipment, parts, service opportunities, or cleaning equipment rentals.
- MH Engineered Solutions
 - Identify engineered solution opportunities including:
 - Material handling systems engineering,
 - Facility layout and design,
 - Warehouse management software, and
 - Order fulfillment technology and automation
- JCB Construction Equipment
 - Identify needs for:
 - New or used JCB equipment,
 - Parts and service, and
 - Short-term and Long-term Rentals

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 MH Equipment's sales team.

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PARTNERSHIP SOLUTIONS



OUTBOUND SALES DEVELOPMENT

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 MH Equipment?

RESULTS

- **\$62.5+ MILLION** IN PIPELINE CONTRIBUTION
- **7,900+** QUALIFIED LEADS GENERATED



DATA CLEANSING & PROFILING

MH Equipment has a large territory and a database of over 100,000 accounts. MH Equipment partnered with Concept to cleanse data & provide profiling support. Concept's team executed a combination of internet research and outbound phone calls to help identify key intel within accounts including:

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

- **7,000+** CLEANSED & PROFILED ACCOUNTS



SALESFORCE CONSULTING, SUPPORT, & TRAINING

MH Equipment leverages Salesforce as their CRM. Over the course of the partnership, MH Equipment worked with Concept's CRM division on various Salesforce.com projects including:

- Training & manual creation,
- Administration,
- Automated lead update process, and
- Sales commission calculator

PARTNERSHIP SOLUTIONS



SATISFACTION SURVEYS

Prospect Satisfaction Surveys

Concept partnered with MH Equipment to improve their process of lead follow-up, ensuring all MH Equipment leads were followed up with and managed effectively. MH Equipment recognized the importance of a top-tier customer experience throughout the customer lifecycle. They put a focus on gaining insight to pre-sale activity & lead progression. Concept provided outbound phone and email support to gauge prospective client's feedback on MH Equipment's response to their needs. Concept provided MH Equipment's sales/marketing team with a compilation of feedback including:

- Unqualified web lead or purchased from competition
- Made purchase from MH Equipment
- Met with rep/No need
- Met with rep/Still has need
- No rep follow-up/Still has a need
- No rep follow-up/No need
- CRM opportunity closed/New CRM opp created

This insight helped MH Equipment to identify holes in their existing lead management process. The actionable reporting developed inside of this initiative allowed MH Equipment the ability to streamline lead progression and process/CRM adoption.

Customer Satisfaction Surveys

MH Equipment is committed to the customer experience and puts a focus on gauging satisfaction levels across their client base. Concept partnered with MH to provide personalized phone outreach to ensure customer needs were met across all areas of the business, including:

- Equipment Purchases
- Performed Service
- Parts Purchases
- Rentals
- Training

Concept captured customer ratings through the utilization of net promoter scoring (NPS). Concept's team asked satisfied MH clients to provide a testimonial of their experience to be used by MH Equipment for future marketing efforts. Those clients dissatisfied with their experience were routed to & escalated within the MH team for prompt attention.

RESULTS

● **625+** PROSPECT
SATISFACTION
SURVEYS COMPLETED

● **3,000+** CUSTOMER
SATISFACTION
SURVEYS COMPLETED

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.