

Concept.

Business Case Study.



DSV **PANALPINA** 

About (Panalpina) DSV

Panalpina, acquired by DSV in August 2019, is one of the world's leading providers of supply chain solutions. By combining Air Freight, Ocean Freight, and Logistics & Manufacturing, the company is able to deliver tailor-made solutions for 12 core industries. Panalpina operates over 500 offices in almost 70 countries and partners with another 100 companies around the world.

Project Details

Lead Generation
2 projects focused on
outbound sales development

1.6 years

Partnership Highlights

- ✓ **\$141M+ total pipeline contribution**
- ✓ **\$6M+ total closed-won business**
- ✓ **\$500K+ total of average closed-won deals**
- ✓ **14,647 outbound calls completed**
- ✓ **12 opportunities closed-won**

Challenges & Solutions

DSV wanted to increase their new prospects, manage leads, and generate more revenue through dedicated programs.

1

Grow Sales Funnel with New Prospects & Better Lead Management

Because sales reps focused most of their time on growing business in the DSV's portfolio, the company discovered a need for dedicated programs to form new prospects, manage leads to the point of sale, and effectively generate more revenue.



Utilize Outbound Lead Management & Profiling Program

With a list of defined lead criteria established through Concept's partnership with DSV, Concept implemented an outbound profiling program to call into target prospect accounts and get decision makers from these accounts on the phone.

With specific opportunity criteria provided by DSV, Concept developed a process for nurturing leads and setting appointments with qualified decision makers to put sales reps in front of deals most likely to close.

2

Collaborate with Internal Sales Team to Ensure Lead Conversion

DSV wanted to safeguard the nurtured leads and were managed to a closed state.



Build Relationships for Pipeline Management

Concept was able to develop a collaborative relationship with DSV's sales reps. Through ongoing communication and visibility into the sales process, Concept was able to ensure these leads continue to funnel through the pipeline even if they are not an initial fit.

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