



PANALPINA

CASE STUDY

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

ABOUT PANALPINA

Panalpina 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 Gen

2 projects focused on outbound sales development

1.6 years

PARTNERSHIP HIGHLIGHTS

\$141+
MILLION

total pipeline contribution

\$6+
MILLION

total closed-won business

\$500K+

total of average closed-won deal

14,647

outbound calls completed

12

opportunities closed-won

CHALLENGES & SOLUTIONS

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01

GROW SALES FUNNEL WITH NEW PROSPECTS & BETTER MANAGE LEADS

Because sales reps focused most of their time on growing business in the Panalpina 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 Panalpina, 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 Panalpina, 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.

02

COLLABORATE WITH INTERNAL SALES TEAM TO ENSURE LEAD CONVERSION

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

BUILD RELATIONSHIPS FOR PIPELINE MANAGEMENT



Concept was able to develop a collaborative relationship with Panalpina'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.

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.