



& Concept.

INTRODUCTION

Boosting Sales And Market Presence

In the competitive construction equipment industry, effective sales development and lead management are vital for growth. This case study examines how RPM Machinery, with the assistance of Concept, enhanced their sales processes and market presence through strategic lead generation and nurturing programs.

CLIENT BACKGROUND

RPM Machinery: A Leader In Construction Equipment

Since 1965, RPM Machinery has been a premier CASE construction equipment dealer in Indiana. With three locations, RPM Machinery offers extensive support and services for CNH Industrial and other leading brands like Skytrak, Terex, and Kawasaki. Known for their large parts inventory and factory-trained technicians, RPM Machinery ensures optimal efficiency for all the equipment they sell.



CHALLENGES

Overcoming Sales Team Limitations And Market Visibility



Need for Dedicated Prospecting Resources

RPM Machinery faced challenges dedicating sufficient time and resources to prospecting due to a lean sales team focused on existing customer relationships.



Enhancing Brand Awareness and Market Share

The company struggled with filling their sales pipeline with qualified leads and increasing brand awareness among key decision-makers in the market.



METHODOLOGY

Strategic Lead Development And Market Intelligence

To address these challenges, RPM Machinery partnered with Concept to implement a comprehensive sales development program. The strategic initiatives included:

Sales Development Role Implementation



Concept managed inbound and outbound lead management, qualifying top-of-funnel leads generated by CNH and nurturing them to a sales-qualified status.



Developed RPM Machinery's sales pipeline from a cold account database, ensuring leads were shared with sales reps based on structured criteria including decision-making authority, defined needs, and time frames.

Market Intelligence And Relationship Building



Implemented methodologies to gather market intelligence, providing insights into brand awareness, growth opportunities, and decision-makers, and developing sales-qualified leads.

RESULTS

Driving Growth Through Strategic Lead Management

Lead Generation And Pipeline Contribution

\$5M
Pipeline
Contribution

Generated over 470 sales-qualified opportunities, contributing \$5M to the sales pipeline

\$400K
Closed Won
Deals

Booked sales-qualified appointments that led to \$400K in closed won deals

1,600
Decision-makers

Identified more than 1,600 equipment decision-makers

21K+
Calls

Placed over 21,500 calls on behalf of RPM Machinery.

Sales Development Success



Successfully moved top-of-funnel leads to a sales-qualified status, enhancing the efficiency of the sales team.



Improved market intelligence, leading to better strategic decisions and increased market share.





RPM
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IN CONCLUSION

Transformative Impact Through Strategic Partnership

By partnering with Concept, RPM Machinery significantly improved their sales development processes and market intelligence, resulting in substantial business growth. This case study highlights the critical role of strategic partnerships in overcoming sales challenges and driving success in the competitive construction equipment industry.