Business Case Study.

About RPM Machinery
Since 1965, RPM Machinery has become a leading CASE construction equipment dealer in Indiana. Through their 3 locations, RPM Machinery services and supports the full line of equipment of CNH Industrial and other leading construction equipment brands’ like Skytrak, Terex, Kawasaki, and more. RPM stocks an enormous parts inventory and employ factory-trained service technicians to keep every brand they sell operating at peak efficiency.

Project Details
Sales Development
Initial Partnership Contract
6 months

Extended Partnership Contract
14 months

Partnership Highlights

- $5M in pipeline contribution
- $10K per sales qualified lead
- 470+ sales qualified opportunities generated
- 1,600+ equipment decision makers identified
- 21,500+ calls placed on behalf of RPM Machinery
Challenges & Solutions

RPM Machinery struggled with filling their pipeline with sales-qualified leads and build their brand awareness with key decision makers.

1. Inadequate Prospecting Resources

With a lean sales team, RPM Machinery was challenged with dedicating time & resources to prospecting. Like most organizations, the sales team focused the majority of their time on expanding the share of wallet with their existing book of business.

- **Fill Sales Development: Lead Prospecting & Nurturing Role**

  Concept partnered with RPM to implement a sales development role and to support inbound/outbound lead management. Concept managed top-of-funnel leads qualification generated by CNH and moved the leads to a sales-qualified status. Concept also developed RPM Machinery’s sales pipeline from a cold account database.

  RPM & Concept collaborated to build a structured and demonstrable criterion set for nurtured leads to a sales-qualified status. These leads were shared with RPM’s sales reps, so they would manage the leads that were most likely to close. Decision-making authority, defined needs, and time frames were included in the lead criteria to ensure re-prospecting or unrealistic nurturing time frames would not occur.

2. Lack of Brand Awareness and Market Share

RPM Machinery lacked market intelligence into the equipment, rentals, and parts/service market in order to strategically grow their market share.

- **Build Relationships for Pipeline Management**

  Concept built and implemented methodology to uncover market intelligence which provided RPM with insight into their brand awareness, growth opportunities, identified decision makers, and develop sales-qualified leads.