About Trinium Technologies

Trinium Technologies provides an enterprise software solution for over 200 intermodal trucking and drayage companies across the U.S. and Canada. In 2018, Trinium Technologies became part of the WiseTech Global group that includes more than 8,000 logistics customers across 130 countries.

Project Details

Lead Generation Project
Outbound Sales Development
4 years

Partnership Highlights

- $2.5M+ total close-won deals
- $4.5M+ total worked through the sales pipeline
- 1,296% quote value ROI

Business Case Study.
Challenges & Solutions

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1. Grow Their Database of Qualified Leads

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- **Utilize Outbound Lead Management**
  Through a defined outbound lead management program, Concept developed a prospective list of 2,500 pre-qualified accounts located across the U.S.

2. Build Territory Coverage & Set Needs-Based Appointments

Trinium Technologies needed to increase their overall prospecting activity.

- **Built & Executed Strategic Outbound Sales Development Plan**
  Concept's Sales Development team built and executed a strategic sales development plan that encompassed outbound phone calling and email outreach to qualify leads that would meet the custom appointment criteria defined by Trinium.

3. Lacked Insight into CRM Health, Prospecting, and Performance

Trinium Technologies’ CRM wasn’t being utilized to the fullest extent that lead to stale prospects, decreased prospecting efforts, and salesperson performance.

- **Expanded CRM Usability to Use for Deeper Market Intelligence**
  Trinium leveraged Concept’s expertise with Salesforce to gain visibility into leads and contacts gathered, market intelligence uncovered, and overall team activity. Trinium and Concept also conducted monthly partnership review calls to evaluate both prospecting and sales team performance.