

Concept.

Business Case Study.



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

Challenges & Solutions

Trinium Technologies wanted to improve their:

- qualified lead database
- overall prospecting activity, territory coverage, and need-based appointment setting
- insight into their CRM health, prospecting efforts, and salesperson performance

1

Grow Their Database of Qualified Leads

Trinium Technologies needed to grow their database with qualified leads.



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.

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