



**TRINIUM**  
Technologies  
WISETECH GLOBAL GROUP

# CASE STUDY

Trinium Technologies struggled with finding the right sales-qualified leads and managing their sales team's territory.

## ABOUT TRINIUM

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 Gen  
*Outbound Sales Development*  
4 years

## PARTNERSHIP HIGHLIGHTS

**\$2.5+**  
MILLION

total closed/  
won deals from  
Concept leads

**\$4.5+**  
MILLION

total worked  
through the  
sales pipeline

**1,296%**

quote value  
return-on-  
investment

# CHALLENGES & SOLUTIONS

Trinium Technologies wanted to improve their:

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

## 01

### 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.

## 02

### 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.

## 03

### LACKED INSIGHT INTO CRM HEALTH, PROSPECTING & 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 & contacts gathered, marketing intelligence uncovered, and overall team activity. Trinium and Concept also conducted monthly partnership review calls to evaluate both prospecting and sales team performance.

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.