

Concept.

Business Case Study.



About Voss Equipment

Voss Equipment was established in 1940 in the Chicago area. They provide high quality material handling products and exceptional support services to their customers. Through this strong vision, Voss Equipment becomes an extension of their clients' business by providing crucial services.

Project Details

Lead Generation
Outbound Sales Development
8 years

CRM
Development & Implementation
6 years

Partnership Highlights



89% increase in logged closed business within their CRM



58% increase in opportunities created within their CRM



\$3.2M lead generation pipeline contribution



\$1.7M+ in closed wins

Challenges & Solutions

Voss Equipment needed to improve visibility into and grow their sales pipeline and territory.

1

Need for Sales-Qualified Lead Generation and Pipeline Management

Situated in a dense and competitive territory, Voss Equipment found a lack of horsepower dedicated to prospecting as an area of opportunity to improve their knowledge and participation in deals with prospective accounts.



Fill Sales Pipeline: Lead Prospecting and Nurturing

Voss Equipment partnered with Concept to develop a customized lead management and nurturing program that provides dedicated calling and emailing to prospective customers. After identifying key decision-maker contacts within each account, Concept qualified sales leads to add to the Voss Equipment pipeline.

2

Lack of Visibility into Sales Pipeline

Voss Equipment's sales reps utilized a CRM that did not provide insight into their customer relationships or current pipeline.



Implement New CRM Solution with Customized Dashboards

Concept's CRM team managed the design and data integration from their previous CRM, and implementation of the Salesforce CRM solution for Voss Equipment's expanding business needs. Voss Equipment also leveraged Concept for ongoing training, customized dashboard and reports built, and administrative support. The Voss management team, sales team, and ownership were trained by Concept.

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