CASE STUDY

INDUSTRIAL DISTRIBUTOR REVERSES ORDER DECLINE AND BUILDS A $6 MILLION PIPELINE

A $1 billion industrial supplies, MRO and safety products distributor partnered with Insource Leads to re-engage underserved customers and win back lost order volume.

$1.7M+
CLOSED SALES

10X
RETURN ON INVESTMENT

THE CHALLENGE

Our client, a premier provider of industrial supplies, MRO and safety products, developed a major strategic initiative to reverse a trend of declining orders and shrinking order amounts brought on by competition from new ecommerce providers.

They were losing orders and customers due to a lack of bandwidth across their sales and account management teams, and could not cost-effectively scale a team to call these customers on a regular basis. Traditional marketing wasn't serving them well in penetrating these accounts, neither in order volume nor relationship building.

DECLINING
ORDER VOLUME & ORDER SIZE

NO COVERAGE
ACCOUNTS WITHOUT A STRATEGIC MANAGER

ECOMMERCE
NEW LOW-TOUCH COMPETITION

THE SOLUTION

The client interviewed several B2B lead generation vendors over the course of several months and eventually selected Insource Leads because of the flexibility offered with a Pilot Program for proof of concept.

01
DEDICATED TEAM
Insource Leads assigned a dedicated team that built campaign messaging together with the client.

02
THE BAKE-OFF
The client ran a head-to-head test: their internal team against the Insource Leads team.

03
UNTAPPED ACCOUNTS
Each team called and emailed similar groups of customers too small for an assigned account manager, but with unrealized revenue potential.

InsourceLeads

"The Insource Leads team outperformed our own internal team 5x in the number of appointments set and leads generated. We could not be happier with their performance." — Director of Customer Success, $1B industrial distributor

TARGET MARKET

Current customers whose number of orders and average order size had declined sharply, accounts too small for a dedicated strategic account manager, yet holding significant unrealized revenue.

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RESULTS

$1.7M+
CLOSED SALES

10X
RETURN ON INVESTMENT

InsourceLeads **ROI: $1,775,830 in sales and a brand-new pipeline in excess of $6 million in projected revenue — growing daily.**

Insource Leads secured 1,307 sales appointments in an eight-month timeframe, resulting in 1,442 orders worth $1,775,830 in sales.

Beyond the immediate revenue, Insource Leads built this distributor a brand new sales pipeline in excess of $6 million in projected revenue, and it continues to grow daily.

On the basis of those results, the distributor expanded the initial three-month pilot team by 3x.

The client also added a second Insource Leads program to appointment-set for net new prospects for the indefinite future, turning a proof-of-concept pilot into a permanent part of their go-to-market motion.

KEY PERFORMANCE RESULTS

1,307
SALES APPOINTMENTS SECURED

1,442
ORDERS GENERATED

$1.7M+
CLOSED SALES

10X
RETURN ON INVESTMENT

$6M+
NEW PIPELINE CREATED

8 MONTHS
PROGRAM TIMEFRAME

5X
OUTPERFORMED INTERNAL TEAM

InsourceLeads

WHY IT WORKED

PROOF BEFORE SCALE
A flexible three-month pilot gave the client proof of concept before committing to a larger program.

CONSISTENT COVERAGE
A dedicated team called and emailed neglected accounts on a regular cadence the internal team could not sustain.

COMPOUNDING PIPELINE
Beyond immediate orders, the program created a $6M+ projected pipeline that keeps producing revenue.

READY TO BUILD A PIPELINE LIKE THIS? INSOURCELEADS.COM · 800.674.8099

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