



INDUSTRIAL DISTRIBUTOR



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 order amounts brought on by competition from new ecommerce providers. They were losing orders and customers due to lack of bandwidth with their sales and account management teams. They simply could not cost effectively scale a team to call these customers on a regular basis and quickly found traditional marketing wasn't serving them well in penetrating these accounts - neither in terms of order volume nor relationship building.

Current customers whose number of orders and average order size had declined sharply.

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. Together with our client, Insource Leads assigned a dedicated team that developed appropriate messaging for the campaign. The client decided to "run a bake-off" and put their internal team head-to-head with the Insource Leads team. Each team individually called and emailed two different but similar groups of customers that were too small to have an assigned strategic account manager, but had higher revenue potential than was being realized.

"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."

RESULTS

\$719K+ CLOSED SALES

\$2 MILLION PROJECTED ROI

Insource Leads secured 584 sales appointments in a 4-month timeframe, resulting in 1,344 orders worth \$719K in sales. Insource Leads has built this distributor a brand new sales pipeline in excess of \$2 million in projected revenue and growing daily. On the basis of those results, this distributor expanded the initial 3-month pilot team by 3x and decided to have Insource Leads add an additional program to appointment-set for net new prospects for the indefinite future.

- \$1b in revenue industrial distributor,
Director of Customer Success



click

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