



VOSS EQUIPMENT, INC.

# CASE STUDY

To expand their business, Voss Equipment needed visibility to their pipeline and territory. Through CRM and Sales Development services, Concept helped bring clarity and growth to this accomplished material handling dealer.



## 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.

## PARTNERSHIP DETAILS

Lead Gen	CRM
<i>Outbound Sales Development</i>	<i>Development and Implementation</i>
	<i>Ongoing Support</i>
8 years	6 years

## PARTNERSHIP HIGHLIGHTS:

### SALES DEVELOPMENT AND CRM DEVELOPMENT

**89%**

INCREASE IN LOGGED CLOSED BUSINESS WITHIN THEIR CRM

**58%**

INCREASE IN OPPORTUNITIES CREATED WITHIN THEIR CRM

**\$3.2**  
MILLION

LEAD GENERATION PIPELINE CONTRIBUTION

**\$1.7+**  
MILLION

IN CLOSED WINS

# CHALLENGES AND SOLUTIONS

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

## 01

### NEED FOR SALES-QUALIFIED LEAD GENERATION AND PIPELINE MANAGEMENT

Situated in a dense and competitive territory, Voss Equipment found a lack 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.

## 02

### 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 build, and administrative support. The Voss management team, sales team, and ownership were trained by Concept.

Established in 2002, Concept is an outsourced full-service B2B sales development and marketing agency that assists our clients through the design, implementation, and execution of their B2B sales development and marketing strategies.