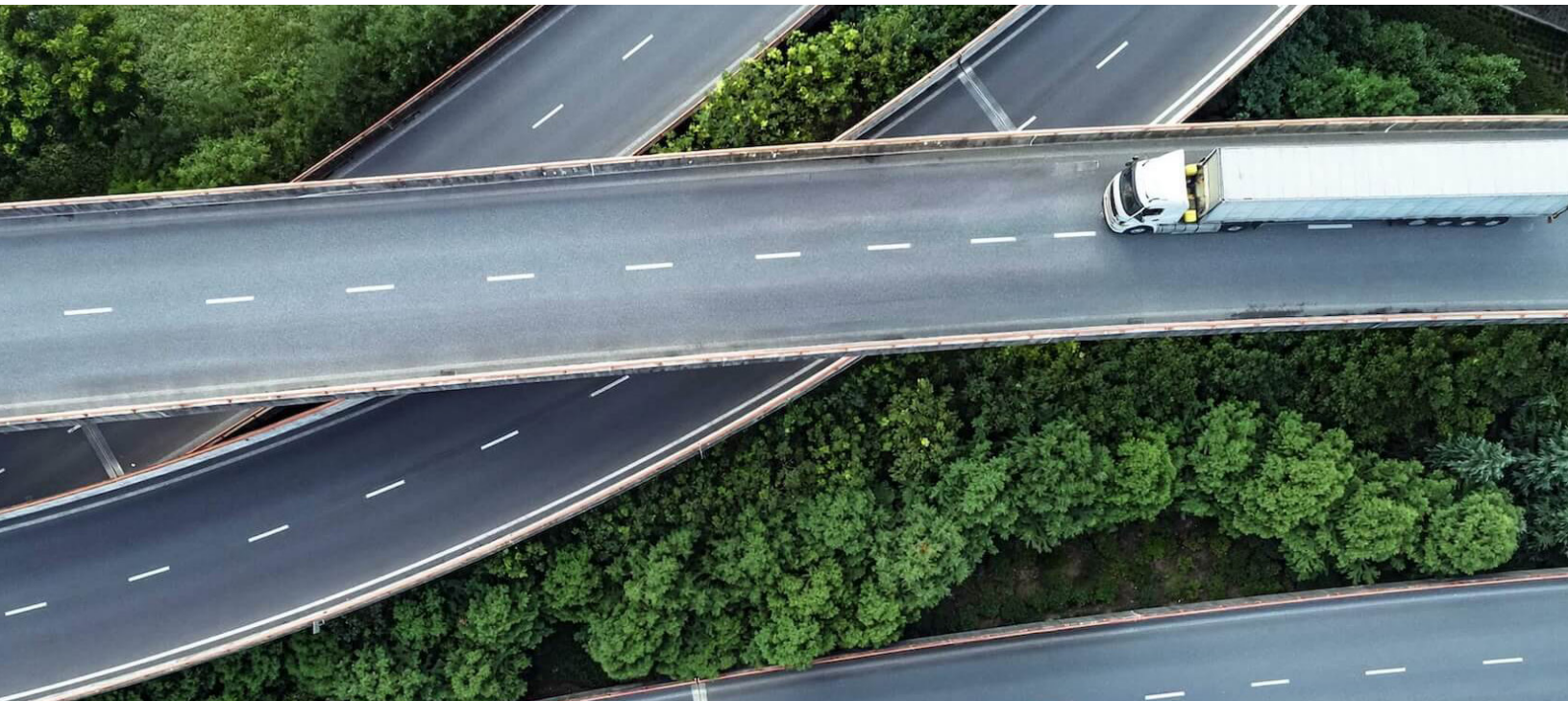


How a Transportation Technology Leader Turned Dormant Accounts into Qualified Opportunities

The Hidden Cost of Under-Promotion



WHAT WE DID

Lead Qualification

Inside Sales

Customer Engagement
Center



INDUSTRY

Transportation

Technology



RESULTS

Nearly 500 Non-Viable Leads Purged

Over 300 Dormant Accounts Re-Engaged



Limited Field Bandwidth Left Fleet Opportunities Untapped

[SITUATION]

A transportation technology leader sought to increase adoption of its monitoring system among transportation companies operating refrigerated trailer fleets. The technology captures critical trailer data, including location, cycles, run-time, drop events, refrigeration temperatures, maintenance alerts, and more, helping transportation companies improve fleet visibility and reduce vehicle downtime.

Our client primarily sold its technology through refrigerated trailer dealerships. However, these dealers had limited capacity and incentive to promote the monitoring system to transportation companies, particularly those with older trailer fleets that stood to benefit most from the upgrade. Instead, dealers focused on new equipment sales and day-to-day operations, leaving few resources and little motivation to pursue monitoring system sales opportunities. The client engaged MarketSource to collaborate with trailer dealerships and execute a cost-effective inside sales and lead qualification program.

CHALLENGES

Disengaged dealerships

Untapped revenue

Complex value proposition

Insufficient field sales bandwidth



A Dealer-Aligned, Team-Sell Strategy Drives Fleet Engagement

[SOLUTION]

We set up a structure that enabled dealerships, the client's field sales teams, and our inside sales teams to work together in a coordinated sales motion.

First, we obtained the dealers' account lists of the transportation companies they worked with. Through extensive lead qualification, our inside sales team identified and vetted viable leads within each dealer's customer base.

Our team then contacted and educated fleet decision-makers on the value of our client's monitoring technology and the urgent need to upgrade fleets with older trailers. Through coordinated outreach, we worked with the dealerships and transportation companies to set initial sales appointments for the client's field sales representatives, who then set system installation appointments directly with the dealership.

KEYS TO SUCCESS

Inside sales

Dealer and prospect outreach and education

Extensive, targeted lead qualification

Nearly 500

non-viable
leads purged,
improving
pipeline quality
and focusing
sales efforts.

Real-World Results



Nearly 500 Non-Viable
Leads Purged



Over 300 Dormant
Accounts Re-Engaged

By combining dealer collaboration with direct fleet decision-maker engagement, MarketSource helped surface and qualify opportunities that had previously gone unaddressed. Our team purged nearly 500 non-viable leads, improving pipeline quality and focusing sales efforts. Additionally, we re-engaged 312 dormant fleet accounts that had not been actively discussing the monitoring technology, eventually securing sales appointments between interested fleet customers and field sales representatives.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.