

LEAD COVER

Strategic Lead Nurturing: How SDR Revolutionized a Leading 3PL's Sales Process

THE CLIENT

A premier third-party logistics company providing personalized supply chain solutions with dedicated fleet services, warehousing, and nationwide freight brokerage. Their innovative platform, optimizes supply chain visibility.

THE CHALLENGE

The client was struggling to track lead progression and measure success. Leads generated through cold calls, website forms, and trade shows entered a black hole without follow-up actions. In addition, a misalignment between sales and marketing teams hindered the client's ability to optimize lead nurturing and conversion rates.

THE SOLUTIONS

To address the client's challenges, LeadCoverage implemented a multi-pronged approach:



**Enhanced
Visibility**

We established a clear ownership structure for lead follow-up. Our dedicated SDRs acted as an extension of the client's team, ensuring consistent communication and reporting. This brought much-needed transparency into the sales pipeline, allowing both sales and marketing to gain valuable insights into lead volume, conversion rates, and potential revenue at each stage.



**Streamlined
Lead
Nurturing**

We took over all lead nurturing for cold calls and website form submissions. This included developing targeted email sequences and conducting multiple outreach attempts to qualified leads. By prioritizing timely engagement, we increased the likelihood of converting these leads into paying customers.

THE RESULTS

1

Improved Conversion Rates

LC empowered the client to achieve significant results. Consistent lead follow-up and a focus on qualified leads directly improved conversion rates.

2

Optimized Lead Nurturing Efforts

Gaining a comprehensive view of the lead pipeline enabled the client to identify bottlenecks and optimize lead nurturing efforts. This transformed the client's lead follow-up process, improving both visibility and revenue opportunities.

THE MATH

85%

Reduction in unqualified leads sent to sales

14.2X

LeadCoverage attributed ROI

6025%

Increase in MOFU to BOFU conversions

LEAD COVER

We make market leaders.



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