

## CASE STUDY:

# National Freight Reseller (3<sup>rd</sup> Party Logistics)

## Company

The nation's largest reseller of package, parcel and freight services.

## Challenge

Effectively target a hard to reach yet lucrative market segment, while staying true to the strict contractual agreements between client and shipping companies.

## Solution

Studied markets thoroughly before targeting businesses, then implemented stringent lead qualification process through training. Developed call procedures and sales strategies for Unishippers Tacoma to make the transition as turn-key as possible.

## Results

- ✓ Created new business prospects in the highly lucrative LTL Freight segment.
- ✓ In addition to a steady flow of appointments, we procured 2 major prospects for this location.
- ✓ Complete customer satisfaction.
- ✓ Lowered cost per appointment 20%.
- ✓ Daily Appointment List – emailed direct to client as a lead sheet.
- ✓ Phenomenal ROI.

**1.09 Hours Per Appointment**

*One appointment every 65 minutes!*

This company is the largest reseller of package, parcel and freight logistics services in the United States, doing over \$310M in sales in 2008 alone. In the business world, freight is extremely competitive with businesses fighting and scratching for business wherever they can find it. Because of this, business owners and shipping managers are inundated with calls from logistics companies every day; every single one of them promising better service and lower prices.

Home-Base USA was called in to produce results from coast to coast. The challenge was to break through to the gatekeeper and set an appointment by distancing the client from the competition. By implementing a rock solid value proposition, our agents were able to make this a tremendously successful campaign, and the numbers speak for themselves:

Hours Per Appointment	1.09
Total Appointments Set (50 Hour Segment 6/1/2009)	46
Closing Percentage	45%
Appointments Sold	21
Lifetime Value of a Customer	\$3,600.00
<b>Total Value for 50 Hours</b>	<b>\$75,600.00</b>

*\*Actual numbers that have been received by client\**

With our services, the value of a single 50 hour campaign actually increased the profitability of this location while lowering the cost per appointment by 20%!



QUESTIONS?  
CALL US AT **1-800-836-4033**

ONLINE [www.homebase-usa.com](http://www.homebase-usa.com)