

## Increase Sales Efficiency with Sales Intelligence



**A global third-party logistics company wanted to streamline its sales process to improve its selection of high-worth targets and achieve big returns.** Evaluesserve helped the client identify targets with complex supply chains. After 36 months, the client achieved a 200-fold return on its investment with Evaluesserve.

### Client

Global third-party logistics (3PL) company

### Industry

Logistics

### Evaluesserve Solution – a Four-Stage Framework

- Target identification: Identified potential high-worth sales targets
- Target prioritization: Automated prioritization of targets using intelligent triggers
- Lead profiling
- Competitor profiling



How can we identify the right targets for our sales teams to focus on? Which companies have the budget and need for our services and products?

### Business Impact

- Sales Intelligence helped the client win more than USD 21m in new business in just three years.
- The conversion rate of the client's sales effort increased 8% over 3 years.

## Identify the Right Targets, Increase Sales Success

**Sales Intelligence provides real-time information on targets:** Based on parameters such as product and service portfolio, revenue and supply chain spend, and existing relationships with clients, the solution provided relevant insights to the client's sales teams.

The automation also helps the teams prioritize targets based on their decision-making system, sub-segment, and change in triggers for them.

## Profiling for Ideal Sales Pitches

**Members of the sales teams spend up to 40% of their time preparing and researching, rather than selling.**

Sales Intelligence provides lead and competitor profiles, which the sales teams can read to prepare for pitches, and understand their potential clients and the companies they compete with.

## Benefits Achieved

The client's sales teams were able to close deals with more valuable prospects in less time. These included long-term, multi-country agreements that enabled the client to enter into new territories and expand its offerings to include long-term strategic partnerships with businesses around the world.

Since the end of its 10-month engagement with Evalueserve, the client has achieved astonishing results. In just three years, it won more than USD 21m in new business, representing a 200-fold return on its investment with us. Its conversion rate is up 8% over 3 years. And with a more productive process in place, it will be able to leverage its competitive advantage for years to come.



### Evalueserve – powered by mind+machine

Evalueserve is a global professional services provider offering research, analytics, and data management services. We are powered by mind+machine – a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks.



For any other information about Evalueserve and its services:  
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