

Customer Case Study

TangerineDream Consultancy builds a European sales pipeline for Supply Chain providers Wesupply

‘The results were quite simply staggering’

Ian Broughton, Head of Marketing.

The Company

Wesupply is a leading provider of on-demand, fully configurable supply chain execution solutions. Wesupply allows enterprises to enable innovative and collaborative real time supply chain processes across their organisation, trading partners and customers.

The philosophy of Wesupply is to enhance business profitability and shareholder value for clients.

The Challenge

The Supply Chain software market is one of the most dynamic & competitive markets globally. Wesupply have established themselves as emergent leaders with the collaborative supply chain planning sector and needed to strengthen their market position by entering several new verticals, as well as maintaining a strong presence in existing ones.

Campaign Overview

Target Companies

Verticals – Auto, Retail, Hi-tec Manufacturing, Chemical & Pharmaceutical.

Turnover £100 million +

Target Contacts

Supply Chain Directors, Operations Directors, Logistics Directors, IT Directors & Purchasing Directors

Goals

Increase the value in the sales pipeline through creating qualified appointments.

Results

Created qualified meetings with 1 in 3 companies contacted.
Doubled the value and volume of the sales pipeline within 6 months.

To take full advantage of their market position Wesupply expanded the field sales team and required a demand generation solution to deliver qualified meetings that would lead to the development of a sales pipeline. Several new verticals were identified – Chemicals, Pharmaceuticals, Industrial & Manufacturing, Retail, Hi-tec & Electronic as potential hot spots.

Wesupply’s key business driver was to make an immediate impact on the new verticals while monitoring the reaction to the message. Ian Broughton, Head of Marketing, explains. ‘As a solution provider in an emerging market it is vital to understand how the message is being received to ensure maximum market penetration. The early identification and exploitation of any strengths or hot spots is very important. To achieve this I was challenged to find a provider that understood the market and how initial appointments fitted into the broader sales environment. It would be easy to create a series of meetings that did not deliver any value into our pipeline. This could lead to us losing our position as emerging leaders within the market. As such I was not looking for a company that would simply make some calls, anyone can do that, I needed much more involvement with real time visibility of communications from the provider and TangerineDream Consultancy matched my needs exactly.’

The Campaign

Ian Broughton explains 'On the outset of the campaign we were nervous about giving the responsibility for the pipeline development to an outsourced company. TangerineDream Consultancy provided a process that gave us confidence about the engagements they delivered.'

Firstly TangerineDream Consultancy created a bespoke database of company's and contacts that matched the strategic statement set by Wesupply. In order to penetrate the market it was essential that Wesupply's sales team engaged with board level contacts who set departmental strategy rather than managers and implementers. As such the database focused on director and C - level contacts.

Ian explains 'To ensure that TangerineDream Consultancy were able to effectively deliver the Wesupply message to a director level audience it was important that they were extremely knowledgeable about the Wesupply product, current market conditions, our competitors and the benefits we deliver.'

'Using the TangerineDream Consultancy 'Knowledge Transfer' process we were able to educate TangerineDream Consultancy efficiently and very effectively to our market, message & benefits we wanted delivered. Going through this simple process gave the whole team confidence that when we engaged with prospects it would be with the right people to do business with.'

'During the campaign TangerineDream Consultancy used their campaign maturity report to track the effectiveness of the Wesupply message. This helped me to identify vertical 'hot spots' as well as defining the future appointment pipeline.'

A Senior Sales Executive explains. 'TangerineDream Consultancy's reports allowed the sales team to understand how the campaign was developing in real time. As well as providing vital information on how we could effectively engage the company, it gave us the opportunity to add value to the calls on our weekly conference calls. We were able to utilise our expert knowledge to enhance the TangerineDream Consultancy process, this increased our confidence in the engagements they provided and the results we delivered.'

The Results

Over the initial six month's of the campaign TangerineDream Consultancy created engagements with 1 in 3 companies contacted and increased the Wesupply sales pipeline by 121.5%.

Ian Broughton comments 'Wesupply have been delighted with the quality of appointments delivered by TangerineDream Consultancy. The three main goals of this campaign were to increase the sales pipeline with forecastable opportunities, remain as emergent leaders in current verticals & establish a strong presence in the newly identified verticals. TangerineDream Consultancy surpassed all goals & targets we set within both the new & existing verticals in terms of both quantity of meetings and their quality. The results were quite simply staggering'

Ian continues 'It is our intension to expand the current campaign to include North America and continue with the current campaign indefinitely.'

[Contact TangerineDream Consultancy](#)

For further information on TangerineDream Consultancy and how we can work together to deliver a campaign please contact:

David Cook on +44 (0) 1926 450 666 or via email
davidcook@tangerinedreamconsultancy.com