



BUSINESSCASE



About DR Logistics

DR Logistics is an independent forwarder that supports its customers with transport solutions and related services in the field of sea freight, air freight, container transport and refrigerated transport. DR can completely unburden an organization and maintains contact throughout the entire process. They start in the Netherlands, but can organize transports to almost any location on earth in collaboration with their worldwide partner network. DR Logistics has only one goal and that is to ensure that products arrive at their destination in the right way. And all that at a competitive rate.

The company is located in Berkel and Rodenrijs. The owner is founder Jill van Berkel, who manages the company from the Netherlands together with partners all over the world.

Sales needs

After DR Logistics had been steadily working on realizing its ambitions for years, it reached the point where the order portfolio and customer base were so large that, in addition to carrying out work, there was no capacity left to invest in further growth through acquisition. In order to achieve this desired growth, it was important to find a partner who could meet this sales need while maintaining DR's identity and tone of voice.

Choice for Trinity Sales BV

DR Logistics has chosen to entrust its sales needs to Trinity Sales BV. Arguments that played a role in this were the good name recognition of the founders, the no-nonsense approach, the active and result-oriented thinking and the fact that business was done with real people in a personal way; not just a businesslike, professional veneer.

Plan of approach

A continuous campaign was set up for DR Logistics, with a relatively low intensity. The aim was to make qualitative introductory appointments with companies that belong to DR's target group and that are open to discussing a collaboration. A short-term campaign with many appointments would not match DR's capacity to follow up on those, so a limited number of calling hours was chosen, in which a lot of time was invested in building a sustainable relationship with prospects. The list of addresses that were called came from visitors to the DR Logistics website, so that they could be approached "warm".

Results

Objectives were set in advance and these were amply achieved and exceeded. In addition to more than enough appointments from which DR Logistics has already obtained many orders, the extensive notes (also in the case of negative conversation outcomes) have provided her with many insights. Apart from this, small ad hoc side orders were carried out on several occasions to quickly respond to opportunities. Because of the growing understanding and knowledge of the world of logistics and the qualities and capacities from DR, some extra sales support tasks have been picked up by Trinity Sales along the way, and the campaign has been prolonged multiple times now.

In doing so, according to Jill Trinity Sales has managed to manifest itself as the ideal sales partner for DR Logistics.

