

# CASE STUDY



**ITG Transportation Services  
Adds 30 New Accounts, Boosts  
Profitability by 400% Among  
Lean Sales-Driven Customers**

## BACKGROUND

ITG Transportation Services, based in Chicago, Illinois, is a licensed freight broker with 150 employees.

Founded in 1986, ITG arranges the domestic trucking of international ocean containers to and from every port and rail line in the U.S. and Canada. It also offers nationwide domestic freight services and facilitates shipping container sales.

1986



2021

# CHALLENGE: Growth Impedes Consistent Prospecting

In 2013, ITG began to grow quickly, doubling its volume and revenue within five years. While the company welcomed the additional business, it experienced growing pains along the way.

## Overextended staff

ITG's sales account executives were deeply committed to the fulfillment process and often got involved in the operational details. While pulling double duty kept existing customers happy, it unfortunately made consistent prospecting efforts difficult.

"It's great to be busy, but we wanted to make sure that every piece of business that came our way was thoroughly investigated for future opportunities. We recognized that consistent relationship building is the lifeblood of our organization."

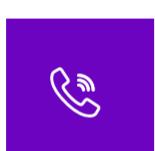
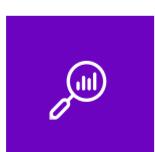
— **Dan Kopp, CEO, ITG Transportation Services**

Challenge

# SOLUTION: Remote Team Heats Up Warm Leads, Re-Engages with One-Off and Lapsed Customers

In August 2020, ITG hired Lean Sales, a division of Lean Solutions Group headquartered in Coral Springs, FL. Lean Sales operations are based out of Medellin in Colombia, South America.

**Working remotely in Colombia, five Lean Sales business development representatives (BDRs) assisted ITG's six U.S.-based salespeople by taking on the following responsibilities:**

-  Help prospects complete credit applications or set up meetings with prospects who responded to touchpoints generated by ITG's sales engagement platform
-  Contact every new customer who used ITG the previous day, e.g., as a trial run, to follow up and explore how to secure the customer for consistent business
-  Reach out to lapsed customers who hadn't done business with ITG in awhile
-  Conduct market research to determine which freight forwarders ITG hadn't worked with and identify these as likely prospects

## What is Nearshoring?

Companies that use nearshoring delegate tasks to service providers at a satellite office:

- In the same time zone
- A short flight away
- With cultural similarities

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One of the five BDRs was such a go-getter that she has now moved into a commission-based account executive role and manages her own accounts.

**“Following up on one-offs and lapsed customers has been a big win for us. We certainly wouldn’t be able to do that if we didn’t have a great team in Colombia.”**

— Dan Kopp, CEO, ITG Transportation Services

# Solution

# RESULTS: New Accounts, More Meetings, High Profitability Among Lean Sales-Driven Customers

The BDRs from Lean Sales made a huge impact on ITG sales. From January to November 2021, they have:

- ✓ Secured 30 new accounts
- ✓ Set up more than 200 meetings for the U.S.-based sales team
- ✓ Increased profitability by 400% among Lean Sales-assigned customers

The Colombia-based sales team has also helped ITG expand its reach beyond freight forwarders and work directly with shippers as well. Using this new approach, ITG now embraces new opportunities it hadn't considered before.

ITG is so pleased with Lean Sales, the freight broker plans to add additional BDRs in 2022. And this is a welcome move among ITG's domestic sales team, even though they were initially worried they might be replaced, according to Kopp. They're now grateful for the assistance that Lean Sales BDRs provide.

**"Lean Sales has enabled us to continue our customer outreach in a market where many others don't have the bandwidth. And they help us continually work toward the future, rather than focusing solely on what's on our plate right now. Their efforts have snowballed, and we couldn't be happier."**

— Dan Kopp, CEO, ITG Transportation Services



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