

**U** **NISHIPERS**<sup>®</sup>

**CASE STUDY**

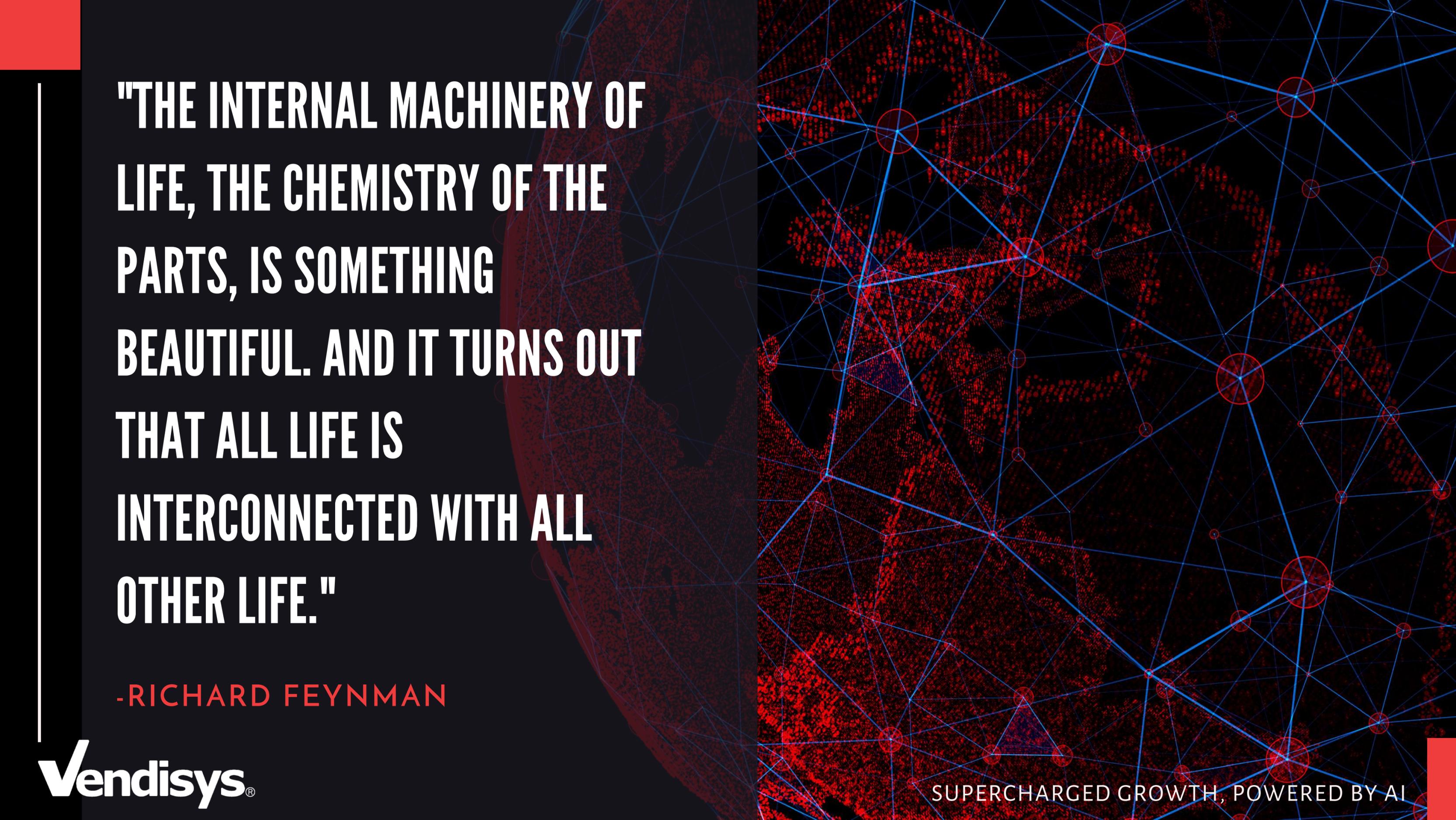
**Vendisys**<sup>®</sup>

SUPERCHARGED GROWTH, POWERED BY AI

# PRESENTATION OVERVIEW

## POINTS OF DISCUSSION

- ABOUT THE CLIENT
- LEAD GENERATION - BEFORE VENDISYS
- THE CHALLENGE
- THE SOLUTION
- THE RESULTS
- CLIENT TESTIMONIAL
- LET'S CONNECT



**"THE INTERNAL MACHINERY OF  
LIFE, THE CHEMISTRY OF THE  
PARTS, IS SOMETHING  
BEAUTIFUL. AND IT TURNS OUT  
THAT ALL LIFE IS  
INTERCONNECTED WITH ALL  
OTHER LIFE."**

**-RICHARD FEYNMAN**

**Vendisys**<sup>®</sup>

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# ABOUT

For over 30 years, Unishippers has been the trusted advisor for small and mid-sized business shipping customers, saving them money, time and trouble on all their shipping needs. They partner with carriers that include UPS<sup>®</sup>, Estes<sup>®</sup>, YRC Freight<sup>™</sup> and Saia<sup>®</sup> and many more to handle their customers' small package and freight shipments.

Areas Covered: All 50 U.S states and most countries



2018 Revenue: \$1.6 billion+

2018 Shipment Volume: 25 million+

Franchise and Affiliate Units: 150

Customers: 90,000+

## CLIENT STORY



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# ABOUT



## CLIENT STORY

Roy Valle came to Unishippers during the 2017 merger with Worldwide Express and instantly appreciated the franchise model, which is unique in this space, as most of the "big players" operate under one big corporate structure. The beauty of this company is the autonomy and "small business feel" with the capability and technology of a larger player in the industry.

Pre-merger, Roy was only able to sell regionally within a set amount of zip codes but now franchisees are able to sell nationwide. Before Vendisys, Roy was loosely playing with the idea of hiring inside sales reps to target small to mid-size manufacturers and distributors nationally, while he and his partner focused on local clients.



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# UNISHIPPERS PARTNERS



# THE CHALLENGE

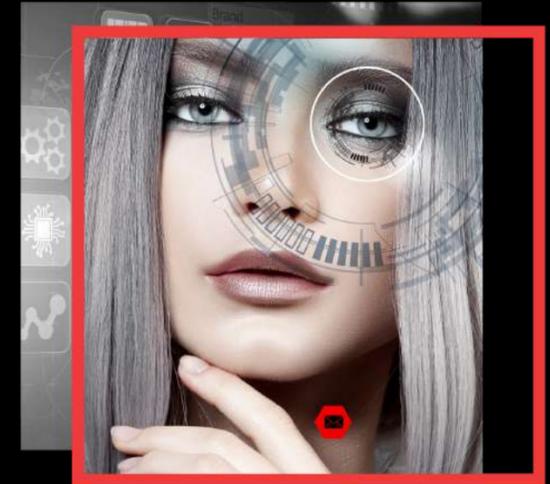
Working in an industry with notoriously high attrition rates it's challenging to find customers who are entering a buying cycle using traditional methods like cold calling and door-to-door prospecting. Roy knew that in order to get in front of enough companies, he would need a robust sales force that could achieve their aggressive quotas. With no previous inside sales or inbound marketing, the process of hiring, training and managing the new sales team paired with the amount of time spent cold-calling caused Roy and his partner to pause and consider just how risky this antiquated approach could be for the business. Around that time, Roy learned of Vendisys' approach and became intrigued by the concept of an economical, systematized and predictable way to generate sales vs. hiring full-time sales staff.

# THE STRATEGY

## WHAT WE DID

In a highly competitive space, it was crucial for Vendisys to work closely with Roy and his team to create unique and engaging sales copy that would create a notable impact on their prospects, targeting both small to mid-size manufacturers and distributors on a national level.

EMY, our intelligent email agent uses a powerful mix of data analytics and allowed us to identify which businesses were actively researching third party logistics services, such as those offered by Unishippers.



## WHO IS EMY?

EMY, our cloud-based, AI-driven email prospecting assistant, spends her days (and nights too — this girl never sleeps!) identifying, engaging and converting the right decision-makers for our client's specific line of business into PALs<sup>®</sup> and delivers them to your inbox or CRM.

## POWERFUL ACTIONABLE LEADS (PALS)

PALs<sup>®</sup> are powerful because they're influential decision-makers, and actionable because they come to you ready to take the next step. EMY works hard at filling our clients' sales funnel with a steady stream of PALs<sup>®</sup>

# THE RESULTS

Roy quickly realized the power of EMY's abilities and couldn't be more thrilled by the results. Without any additional effort on his part, *the meeting-ready leads are rolling in and with much larger accounts and opportunities than he had hoped for.* The *typical sales cycle* for Unishippers was 3-4 months, which Roy reported *has been cut in HALF.* Not only has the team at Unishippers experienced tremendous traction with massive accounts, but they have *boosted their margins* by completely eliminating the need to hire inside sales reps. Right now, they are in the mid stages of the sales process with high interest from *SIX strategic level accounts.*

# RESULTS BY THE NUMBERS

**50%**

REDUCTION IN  
SALES CYCLE

**43**

LEADS GENERATED  
IN 60 DAYS

**70%**

AVERAGE CONVERSION  
RATE

**\$1.4M**

AVERAGE DEAL SIZE

# WHAT OUR CLIENT SAYS...



ROY VALLE

OWNER

UNSHIPPERS OF SOUTHERN  
MASSACHUSETTS

"I have gotten everything out of this experience that I expected and more. Our team is really excited about opportunities that we have on deck. Vendisys' service is truly a great replacement to hiring a full-time inside sales force."

# WILL YOU BE OUR NEXT CASE STUDY?

Schedule Your Demo Today!

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CALL US

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**Vendisys**<sup>®</sup>

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