

"I've seen pipeline growth and have seen the actual efforts of The Sales Factory's Reps on our account that have led directly to sales"

*Wojtek Gidzinski
Director of Sales at Shipfusion*



Shipfusion

Shipfusion was founded by a team of long-time eCommerce and logistics professionals who believe retailers should be able to trust their fulfillment partners as much as their in-house team.

"We work with companies who primarily do direct-to-consumer sales and we act as their fulfillment partner which means we stock their products and actually get the individual products out to the customers after the checkout", said Wojtek.



The main pain point was the outbound business development part of our business didn't exist at that time so we needed a partnership that would help us to launch that very quickly", explained Wojtek. ***"We wanted to launch this part of our business in an expedited manner"***.

Challenges & Problems

Prior to partnering with The Sales Factory, Shipfusion didn't have any systemic outbound process to give them predictability to their sales funnel. Without having a solid business development process, Shipfusion was evaluating different providers at the time.

In addition, Shipfusion's sales strategy required a multi-step qualification process to ensure targeted prospects are qualified for Shipfusion's services.

TSF's Solution & Results

It was January 2021 that Shipfusion heard The Sales Factory through a strong referral and by that time they were evaluating different options to determine the best partner that could help the acceleration of their growth in the Canadian market.

“Compared to other providers, The Sales Factory had the value proposition seemed like it was one of the strongest”, Wojtek explained.



Partnership with TSF

Immediately after the partnership started, The Sales Factory provided an all-in-one business development solution that allowed Shipfusion to have a strong process that resulted in sales and revenue increase, and more importantly, new clients being added to the Shipfusion's portfolio, as Wojtek mentions, ***“The Sales Factory definitely relieved the time-consuming outbound efforts that were on the shoulders of our account executives prior to it”.***

Now after a year of partnership, Shipfusion has seen outstanding results, launching an effective outbound business development system, with over 140 meetings booked.

“We've had several deals closed as a result of meetings that were set up by The Sales Factory's team, I've seen pipeline growth and have seen the actual efforts of The Sales Factory's Reps on our account that have led directly to sales”

With The Sales Factory's hyper qualified B2B warm leads, Shipfusion now focuses on closing deals and leaves the heavy lifting cold outreach to TSF. As Wojtek says, ***“The leads that TSf has brought in have generated returns and access of investment, so I definitely think the investment was worthwhile, and in terms of ROIs, it has paid off for us.”***



140 Meetings Booked



2 BDRS



Avg. 15 meetings/mo

