

CASE STUDY

The Sales Factory + Shipfusion

How The Sales Factory drove growth for Toronto-based company's outbound process

The Sales Factory is your partner in growth with strategic sales, lead generation, and market intelligence solutions. Accelerated with a data-led, technology enabled, talented and driven team with a proven system to deliver results.

OVERVIEW

Shipfusion is a Third Party Logistics (3PL) company that provides an all-in-one eCommerce fulfillment service operation for processing orders to shipping and managing returns. They offer fully operated and managed warehouses, expert inventory management, and powerful real time technology that lets you focus on fast growth without the worry or stress.

CHALLENGES

As Shipfusion expanded, Wojtek Gidzinski, Director of Sales, sought a structured outbound approach to bring predictability to their sales pipeline. Lacking a robust business development team or process, Wojtek explored various outsourced sales and prospecting service providers for assistance. Shipfusion's sales strategy demanded a thorough qualification process to ensure that potential clients were suitable for their services. With a specific clientele in mind, Shipfusion required an outbound strategy but lacked the in-house capacity, expertise, or capabilities to execute it.

BENEFITS

Benefit One - Exceptional Professionalism

The Sales Factory provided a done-for-you service, requiring minimal input from the client, while maintaining brand consistency and delivering exceptional results.

Benefit Two - Impressive Ramp Time

Fast onboarding and go-to-market strategy engaging prospects and generating quality leads and pipeline growth in only 2 weeks.

Benefit Three - Knowledge & Expertise

Outbound prospecting and lead generation acumen, experience, quality of work, and results produced was outstanding.

AT A GLANCE

CHALLENGES

- Unqualified Leads
- Niche Ideal Customer
- Multi-step Qualification
- Experience & Time

BENEFITS

- Professionalism
- Ramp Up Time
- Knowledge & Expertise



"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",

Wojtek Gidzinski
Director of Sales

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

- Wojtek Gidzinski, Director of Sales

AT A GLANCE

SOLUTIONS

- Effective Strategy
- Delivery & Execution
- Dedicated Team
- Enhanced Program

OUTCOMES

- High-Quality Meetings
- Pipeline Growth
- Closed Revenue
- Secured Funding

HIGHLIGHTS



1 YEAR

Ongoing partner testimonial & reference



140 MEETINGS

With 30 quality prospects and opportunities



OVER \$500K IN ARR

And over \$3M in pipeline generated and an ROI of 5x



Shipping & Logistics

www.shipfusion.com

Toronto, Ontario, Canada

SOLUTIONS

Shipfusion achieved remarkable success in their collaboration with The Sales Factory, implementing a highly effective outbound business development program that led to over 140 quality booked meetings. We closed several deals directly from meetings set up by The Sales Factory team. I saw significant pipeline growth and the direct influence of their dedicated representatives on our sales. The Sales Factory worked closely with Shipfusion's sales team, holding frequent meetings to enhance the program, adjust strategies, and monitor progress.

OUTCOMES

The Sales Factory meticulously qualified each prospect, ensuring Shipfusion's account executives were well-equipped and prepared for every meeting. With these highly qualified warm leads, Shipfusion shifted its focus to closing deals, leaving the cold outreach and prospecting legwork to The Sales Factory. The leads The Sales Factory generated produced returns exceeding our investment, solidifying its worth and offering a positive Return On Investment (ROI).

RESULTS

Shipfusion chose The Sales Factory as their trusted partner for many reasons, but the biggest and most important to them was finding a long-term partner to build a team and successful strategy with that could evolve with ever changing needs of the company. As a result of the partnership with The Sales Factory, Shipfusion generated \$40,000 MMR and over \$500,000 ARR.

After a year with the The Sales Factory and the revenue generated during that time Shipfusion raised \$40 million as a growth equity fund and was named one of Canada's top growing companies by The Globe and Mail.