

CASE STUDY



**Power Only Transit sees
massive revenue increase
using Lean Sales**

BACKGROUND

Power Only Transit is a third-party freight brokerage that services the open deck and power only freight markets in the United States. It is headquartered in Las Vegas, Nev., and the entire team works remotely.

Twin brothers Kurtis and Kris Tryber founded the company in 2013, then started a technology company in 2018.

**2013****2018**

Background

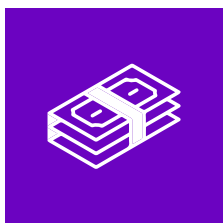
Challenge

CHALLENGE

In 2020, when the pandemic hit, it impacted Power Only Transit's revenue significantly. The Trybers secured additional investment and focused their efforts on rebuilding Power Only Transit.

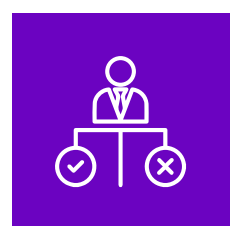
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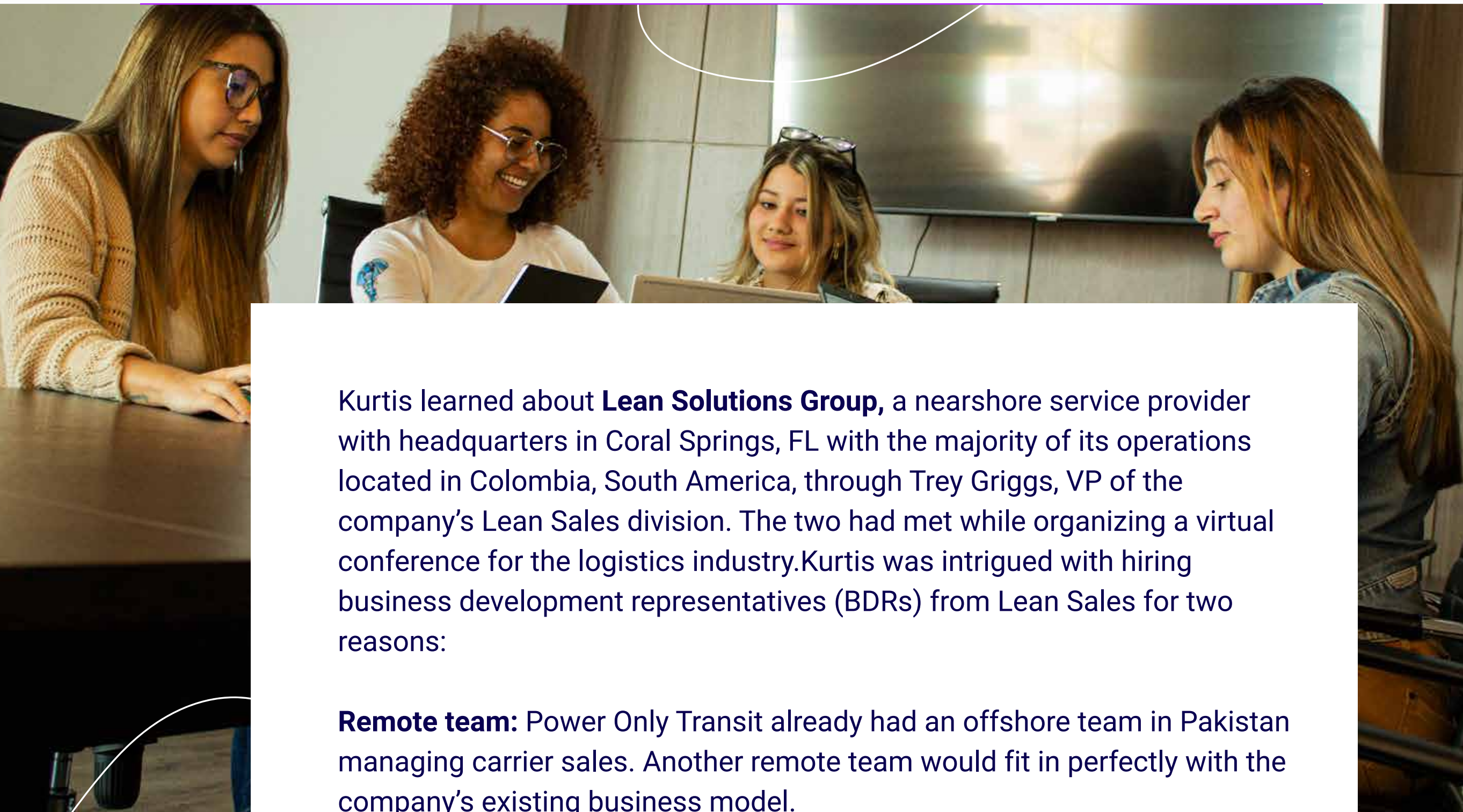
With only eight employees, the brothers knew they needed to hire salespeople to acquire new customers and grow the company. But finding good hires was tough due to:



Limited funds: Unfortunately, until they grew their company, they couldn't hire salespeople who commanded huge salaries and commissions.

Unqualified candidates: They had trouble finding good candidates who knew the logistics industry, no matter the price or experience.





Kurtis learned about **Lean Solutions Group**, a nearshore service provider with headquarters in Coral Springs, FL with the majority of its operations located in Colombia, South America, through Trey Griggs, VP of the company's Lean Sales division. The two had met while organizing a virtual conference for the logistics industry. Kurtis was intrigued with hiring business development representatives (BDRs) from Lean Sales for two reasons:

Remote team: Power Only Transit already had an offshore team in Pakistan managing carrier sales. Another remote team would fit in perfectly with the company's existing business model.

Cost: The cost of two BDRs was financially feasible for Power Only Transit and therefore posed less risk.

“Our whole operating model is over the phone. There is no in-person interaction. So it doesn't matter where a business development rep lives. What matters is that they can bring in business. And that's where Lean Sales excels.”

- Kurtis Tryber, Co-Founder and CEO

challenge

Solution

SOLUTION: A Remote Team Handles Lead Generation and Cold Calls

To accelerate sales, Power Only Transit hired two BDRs through Lean Sales, a division of Lean Solutions Group dedicated to lead generation and CRM management.

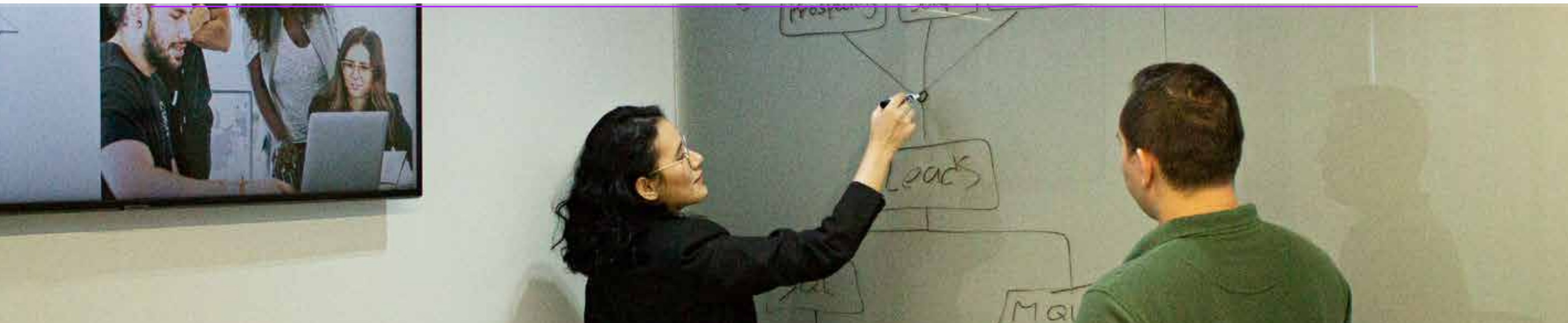
Both BDRs had excellent resumes, significantly more impressive than the resumes Kurtis had received from his own recruiting efforts. One of the Lean Sales candidates had worked in logistics for many years, and another had worked for a freight brokerage. With low start-up costs, low risk and two excellent candidates, Kurtis made the decision to hire both BDRs in September 2020.

Power Only spent two weeks training the BDRs on the company's sales playbook and processes, and by October both BDRs were actively working to land targeted accounts. The goal for each BDR was to bring in one client a month.

They used a lead generation software, coupled with the company's CRM, to:

- ✓ Facilitate email campaigns
- ✓ Make cold calls
- ✓ Get decision makers on the phone
- ✓ Set up appointments

As Kurtis put it, "Our Colombian staff really jumped right into the trenches just like everyone else in our company. They truly are an extension of Power Only Transit, and they work hard to land new business."



RESULTS: New Clients, Increased Revenue

Both BDRs landed large clients in just a few months. By Thanksgiving 2020, they had added one of the world's largest retailers as well as a multinational corporation specializing in lawn care products to the Power Only Transit roster. In total, the two business development reps have brought in 12 clients, and more deals are in the pipeline.

By the end of 2020, **Power Only Transit's revenue run rate had increased by:**

\$3 MILLION

To learn more about Lean Sales and the entire Lean family of service offerings, visit

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Results



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