

CASE STUDY

Midwest Trucking Agency

CHALLENGE:

Generate Quality Trucking Leads

A Midwest trucking insurance agency wanted to grow their book of business. Their producers were busy servicing clients and lacked the time required to consistently call new prospects. The team needed a trucking lead generation specialist who could call thousands of prospects in their target market and identify opportunities for new business.

SOLUTION:

New Lead Gen Approach and Process

The trucking agency contacted StartUpSelling's trucking lead generation team. StartUpSelling instituted a new lead gen approach specifically tailored to the transportation marketplace, which included:

- Generate a current, high-quality list of in-profile trucking companies
- Create a high-impact custom call pitch, measure, and refine
- Utilize an experienced trucking insurance appointment setter
- Create and implement an effective lead handling process
- Track appointment activity, quotes and closes

This proven process has yielded compelling results for trucking agencies for over a decade and produced rapid results for this Midwest agency.

RESULTS:

Over \$250,000 in Year One Commission Revenue

- Appointment setters produced over 30 new leads per month
- Trucking accounts averaged 19 power units
- Tight lead handling process allowed producers capitalize on leads
- Agency closed over \$250,000 in new business commission
- The agency realized a 468% return on investment in year one!

About StartUpSelling, Inc.

StartUpSelling leverages senior level talent and experienced resources to deploy specialized marketing and lead generation solutions to insurance agencies. Core services include website development, SEO, social media marketing, video creation, email marketing and appointment setting. Clients range from individual producers to billion-dollar brokers.

Contact StartUpSelling and grow your agency!

<https://startupselling.com/trucking-agencies/>

Client Profile



TRANSPORTATION
INSURANCE AGENCY

231

Appointments

4,389

Power Units

\$250,000+

Revenue

468%

ROI

Contact Information

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