

Toledo Boosts Pipeline Sales +\$1,000,000 in 3 Months & During a Pandemic!



The Client

PolyMailersUSA (PMU), an e-commerce envelopes manufacturer located in Montreal hired Toledo to market its mailers in the North American presence. The founders had established their online e-commerce website and were generating modest sales from online channels but they were looking for effective sales lead generation strategies to grow the pipeline and attract fortune 1000 & 500 companies in the form of long-term services agreements.

The Problem

Toledo analyzed existing client interactions and sales cycles with smaller accounts provided by the Management team to understand buyer profiles. Our assessment concluded that small-medium online retailers provided an appropriate avenue for growth, but large traffic volume figures were needed for eCommerce operations to take off. Toledo saw an opportunity to target 50 Fortune 1000 & 500 companies to supply mailers via long-term partnerships. This required an Account-Based Marketing (ABM) approach to sales & marketing to really drive revenues.

The Solution

Toledo conducted detailed market research & collected insights from customers and competitors. Product research, customer surveys & competitor intelligence enabled Toledo to craft a strategy that would make PMU's envelopes competitive and a marketing strategy that would resonate with ideal customers.

We made the envelopes more competitive by adding a secondary closure to the mailers to allow the customers' customer to return clothing they no longer wanted or use the mailer as a method for sending clothes to third party charitable organizations. This preceded our marketing theme of Corporate Social Responsibility; PMU's customers would be able to promote their brand as socially responsible in eliminating single-use plastic and eliminating waste through donations. Finally, Toledo identified a growth opportunity for PMU to supply kraft (paper) envelopes and market plastic-free mailers to socially-conscious organizations.

The Value

- Increased the competitiveness of existing mailers with added features and functionalities.
- Delivered communication procedures and faster timelines for quote creation.
- Created +\$1M in sales pipeline in 3 short months and deals currently under review for approval.
- Generated RFQ for 2.4M kraft mailers, ~ \$900,000.00 (repeat orders).

Marvin Garellek, Co-Founder PolyMailersUSA:



We weren't only able to successfully open the door for new prospects, but we started receiving quotations to fill our pipeline and generating orders to grow our business. The pipeline mattered the most to me. I didn't want 100 companies that had 5,000 sales; I wanted ten companies to do a couple hundred thousand in sales. Within three months, Adam built the pipeline to \$1 million.