

# LOGISTICS COMPANY DEFINES ITS UNIQUE SELLING POINTS & WINS MORE BUSINESS



*In a highly competitive market, specialist transport company EuroXpress ([www.euro-xpress.co.uk](http://www.euro-xpress.co.uk)) found itself so focused on customer service and operations that, like so many companies that it needed a fresh approach to business development and bringing in new customers. The Business Development Consultancy (BDC), provided the perfect fit.*

"It is clear to me now what the problems were" Nick Tree, Managing Director of EuroXpress explains. "We continually delivered outstanding customer care, however, explaining to potential customers why we are a cut above our competitors wasn't always that simple".

EuroXpress wanted to approach business development in a realistic way. From experience and with a history of poorly performing sales staff, it was clear that managing business development internally was a difficult task. Inevitably, Nick was left feeling the only way to achieve sales success was to do it himself. "The management of sales staff can be very difficult to ensure that they focus on their objectives and deliver results consistently. We therefore decided to look for an external company to support EuroXpress in growing the business."

Clifford Thomas, Managing Director of BDC explained "When I was first introduced to Nick, he explained common problems which I hear day in day out. EuroXpress clearly needed a tangible sales message and BDC were able to provide a business development solution with flexible pricing that wouldn't involve a high cost."



Tel BDC on 01903 821950

[info@b-d-c.co.uk](mailto:info@b-d-c.co.uk)

[www.b-d-c.co.uk](http://www.b-d-c.co.uk)

BDC spent just one day with EuroXpress working through its business development objectives and applying BDC's Intelligent Selling approach.

Nick added "We wanted to control the investment as we didn't want to grow too much all at once, and it was essential that we didn't throw money at a project without knowing what we were getting".

EuroXpress prioritises customer care and operates a large fleet consisting of specialist vehicles from 'Event' articulated Lorries and temperature controlled units to units for abnormal and difficult loads, boats, cars and fragile IT goods.

Clifford continues "We created a tangible sales message for EuroXpress. One major unique selling point (USP) that wasn't being shouted about was their one way pricing system which offered customers exceptional value for money on one way European journeys".

**Once the USPs were defined, BDC developed powerful sales and marketing support material to get the messages heard. The next step was to provide a scalable route to market which could be controlled in-house. This was simple, a low cost, highly effective telemarketing effort which showed proven success. Telemarketing was implemented by BDC gradually, with the option to multiply the effort to multiply the results as it was needed.**

**"The business has grown" says Nick "and better still it is controllable. Our message is now powerful and we can increase our sales simply by scaling up our telemarketing efforts when we want to. BDC has provided us with a controllable, scaleable sales team which most importantly is also measurable through the delivery of real results".**

The Business Development Consultancy (BDC) exists to help Small to Medium Sized Enterprises win more business and gain a competitive advantage. BDC brands include *Intelligent Selling (IS)* that overcomes the SME sales gap and *Impact Telemarketing* with a team of powerful telemarketers. Established in 2000, BDC operates from offices in Worthing, West Sussex providing services for business throughout the UK



**Clifford Thomas Managing Director BDC**

For further information on how to win more sales visit [www.b-d-c.co.uk](http://www.b-d-c.co.uk),

Or give us a call today.

**Tel 01903 821950**



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