LEVERAGE
SUPPLY CHAIN GROUP

CASE STUDY

Driving Sales Transformation Through Strategic Leadership and Process Optimization

How Leverage Supply Chain Group helped a leading healthcare logistics provider build scalable sales leadership, process discipline, and measurable growth.

CLIENT OVERVIEW

Leverage Supply Chain Group partnered with a leading healthcare logistics provider to transform its sales organization, establishing structure, leadership, and technology foundations to drive scalable growth.

CHALLENGE

A U.S.-based healthcare logistics 3PL had built its success on long-standing relationships and exceptional service but lacked a formalized sales function. Growth was largely reactive and relationship-driven, without dedicated leadership, defined processes, or supporting technology.

- No unified sales strategy or roadmap
- Fragmented leadership and accountability
- Limited sales enablement tools
- No CRM or centralized customer data
- Minimal active sales pipeline and inconsistent opportunity management
- Inconsistent performance management

OUR APPROACH

Leverage conducted a 360-degree assessment of the sales organization benchmarking against industry best practices and designing a practical roadmap for commercial transformation.

KEY FOCUS AREAS

- Sales Strategy & Leadership
- Sales Team Development
- Technology & Sales Enablement Tools
- Customer Centric Selling
- Performance Management
- Sales & Marketing Alignment

Building on these priorities, Leverage moved from strategy to execution implementing practical solutions that delivered measurable results, detailed on the following page.

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SOLUTION

Leverage partnered with leadership to execute the transformation roadmap, balancing strategic design with hands-on implementation:

Sales Leadership: Recruited an experienced industry leader to head sales, creating accountability and focus and expanded sales team to deepen pipeline coverage.

CRM Implementation: Led the evaluation and selection of a scalable CRM platform to enable real-time visibility and cross-functional alignment.

Sales Enablement: Developed sales collateral, presentations, and proposal templates to standardize messaging.

Customer-Centric Positioning: Refined value propositions highlighting integrated logistics capabilities.

Performance Cadence: Instituted weekly sales sessions to review progress and remove barriers.

Marketing Integration: Established collaboration between sales and marketing to synchronize campaigns and lead generation.

PIPELINE EXPANSION

To accelerate momentum, Leverage activated its industry network and event expertise facilitating new introductions and managing sponsorships for two major healthcare logistics conferences. These engagements generated new leads, expanded visibility, and reinforced the client's position as a trusted industry partner.

RESULTS

Drove $20M in new business and $50M in qualified pipeline through optimized sales structure and process discipline

- Established a structured, accountable sales leadership model.
- Built a dedicated sales team with clearly defined roles and responsibilities.
- Standardized operations through weekly performance reviews and KPI tracking.
- Evaluated and recommended a CRM platform to enable real-time visibility.
- Adopted integrated, customer-centric value propositions.
- Strengthened collaboration between sales and marketing.
- Expanded brand visibility and engagement through industry events.