**DHL Delivers 20%+ Pipeline Increase**

**Challenge:** Help DHL Global Forwarding become the market leader in Global Freight by 2015

**Approach:** To enable DHL Global Forwarding’s sales team to cross sell Ocean Freight products to new and existing customers, Strategy to Revenue initiated a short but intense consultation followed by a brainstorm with 20 DHL Global Forwarding DGF subject matter experts; this provided insight into target customers’ decision-making issues. Strategy to Revenue created a value proposition mapping and messaging strategy along with supporting sales tools. In a market where differentiation is difficult the DHL Global Forwarding DGF campaign armed the sales team with the tools to demonstrate the strength of their proposition and improve their product knowledge to sell more. Coaching sessions in multiple languages, including Chinese, were rolled out to 3,400 sales people and supported with online sales tools. Global alignment and consistency of message were ensured through webinars, and weekly communications and inter-country leagues kept the campaign top-of-mind.

**Result:**

* 24.5% increase in Ocean Freight sales pipeline
* 6.1% YoY market-leading growth
* 98% sales force engagement
* 212% increase in registration and sales activity on campaign site
* Brandon Hall Winner for Best Marketing Impact