



Utilising Best Practice to Achieve ‘Super-Normal’ Growth in New Region

Blackdot helps over 1,500 salespeople at a major transport and logistics company drive growth in APAC.



CHALLENGE

Post-GFC conditions were constraining a global transport and logistics company's top-line revenue growth in its traditional heartland – Europe. As a result, the company turned its sights on APAC as a key global investment and growth region, with significant acquisitions completed in the pivotal markets of China and India. The company's global growth strategy was now reliant on ‘super-normal’ organic growth across the region. To ensure the success of this growth strategy, the company turned to Blackdot for help.



SOLUTION

Blackdot benchmarked over 1,500 salespeople and managers across 12 countries (and in five languages) to uncover worrying pockets of underperformance. Drawing from the results of the benchmark, our team of consultants developed a set of country-specific change priorities and identified sources of internal best practice that the company could leverage across APAC.

Our team also helped optimise the company's solution framework by integrating known drivers of sales performance and external best practice. Additionally, our team was able to provide a regional growth and investment change plan for APAC incorporating country-specific objectives, deliverables, timeframes, and resources.



RESULTS

- ‘Super-normal’ growth achieved in APAC region (relative to more established markets; 11.2% CAGR in APAC vs 3.8% in established regions)
- 13% (+€ 413M) Y-o-Y increase in sales revenue generated in the following year
- 3% average increase in revenue per consignment
- 10% average increase in revenue per kilogram