

# Power Only Transit

## CASE STUDY



**LEANSOLUTIONS**  
GROUP



**LEANSALES**

# Power Only Transit Increases Annual Revenue by \$3 Million Lands Major Clients Within 2 Months of Partnering with Lean Solutions Group

**Freight brokerage** delegates **lead generation** to **business development reps** out of a Colombian-based satellite office and reaps the rewards.

Power Only Transit is a digital freight brokerage that services the open deck and power only freight markets in the United States. The company's headquarters are in Las Vegas, NV., but everyone on their small team works remotely.

Brothers Kurtis and Kris Tryber founded the company in 2013, then became founding members of a second company in San Francisco in 2018.

## Challenge: Rebuild a Company During a Pandemic

When the pandemic hit in 2020, it had a significant impact on Power Only Transit's revenue. With business at a standstill, employees worried about their jobs.

The Trybers returned to the company full time, secured additional investment, and focused their efforts on rebuilding Power Only Transit.

With only eight employees including themselves, the brothers knew they needed to hire salespeople to acquire new customers and grow the company.

**But finding good hires was tough for two reasons:**



**Limited funds:** Until the owners grew their company, they couldn't hire salespeople who commanded large salaries and commissions.



**Unqualified candidates:** They had trouble finding good candidates who knew the logistics industry, no matter the salary or experience.

# Solution: A Remote Team to Handle Lead Generation and Cold Calls

Kurtis learned about **Lean Solutions Group**, a nearshore service provider headquartered in Coral Springs, FL., through **Trey Griggs**.

Trey is the **VP of Lean Sales**, a division of Lean Solutions Group dedicated to **lead generation and CRM management**. He and Kurtis had met while organizing a virtual conference for the **logistics industry**.

Kurtis was intrigued with hiring **business development reps** from **Lean Sales** for **two reasons**.

## WHAT IS NEARSHORING?

Companies that use nearshoring delegate tasks to service providers at a satellite office:

- \* In the same time zone
- \* A short flight away
- \* With cultural similarities

**Lean Solutions Group has satellite offices in Colombia.**

**1 Remote team:** Power Only Transit already had an offshore team in Pakistan managing carrier sales. A remote team based out of Colombia would fit in perfectly with the company's existing business model.

**2 Cost:** The cost of two reps was financially feasible for Power Only Transit and therefore posed less risk.

“Our whole operating model is over the phone. There is no in-person interaction. So it doesn't matter where a business development rep lives. What matters is that they can bring in business. And that's where Lean Sales excels.”

— Kurtis Tryber, CEO and Co-Founder, Power Only Transit

## Power Only Transit hired two business development reps through Lean Sales in September 2020.

Both reps had excellent resumes. One had worked in logistics for many years, and another had worked for a freight brokerage. They both spoke fluent English with a subtle Spanish accent.

Power Only trained them for two weeks on the company's sales playbook and process, and by October the two reps were actively working to land targeted accounts. **The goal for each rep was to bring in one client a month.**

**They used a lead generation software, coupled with the company's CRM, to:**

- ✓ Facilitate email campaigns
- ✓ Make cold calls
- ✓ Get decision makers on the phone
- ✓ Set up appointments

*"Our Colombian staff really get in the trenches just like everyone else in our company. They are an extension of Power Only Transit, and they work hard to land new business."*

**– Kurtis Tryber, CEO and Co-Founder, Power Only Transit**

# Results: New Clients, Increased Revenue

- ✓ The two business development reps landed large clients in just a few months.
- ✓ By Thanksgiving 2020, Power Only Transit had added one of the world's largest retailers to its roster as well as a multinational corporation specializing in lawn care products.
- ✓ By the end of 2020, Power Only Transit's revenue had increased by \$3 million.
- ✓ In total, the two business development reps have brought in 12 clients, and more deals are in progress.

*"Lean has helped us grow our business by finding us qualified candidates with applicable experience in logistics. The two reps learned our process fast, and they landed clients in a couple of months."*

**– Kurtis Tryber, CEO and Co-Founder, Power Only Transit**

**Interested in  
scaling your  
business?**

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