



evyrgreen
NETWORKING
FOR TEAMS

Compass Forwarding

Case Study



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About The Client

Compass Forwarding is a full-service international transportation and logistics company, specializing in customized logistics solutions. They have been providing their customers with the most efficient and cost-effective services available for over 60 years.

The team at Compass Forwarding has extensive experience in logistics, which allows them to seamlessly coordinate all aspects of a move utilizing sea, air, and land transportation for both outbound and inbound shipments.

The Challenge

The Compass Forwarding focuses on logistic managers as their target audience, but they were having a hard time getting in front of them. Cold emailing and calling weren't methods logistic managers responded well to, which left Compass looking for other ways in.

They knew that logistic managers were present on LinkedIn, they just didn't understand how to utilize the platform to its full extent in order to maximize their efforts and generate real results.

Richard Shelala, the Director of Compass Forwarding, saw the work that Joe was doing on LinkedIn and thought it would be a great investment for his sales team to learn these skills and increase conversations and sales.



The Solution

We put Compass Forwarding's sales team through our LinkedIn workshop, teaching them the ins and outs of the platform. Although networking was already an important part of their process, COVID forced them to shift their efforts online, something they were completely unfamiliar with.

We wanted their team to build an understanding of the platform and see LinkedIn not just as a sales tool, but a relationship-building tool where their team would utilize in-person networking tactics.

Joe and our experts taught their team how to:

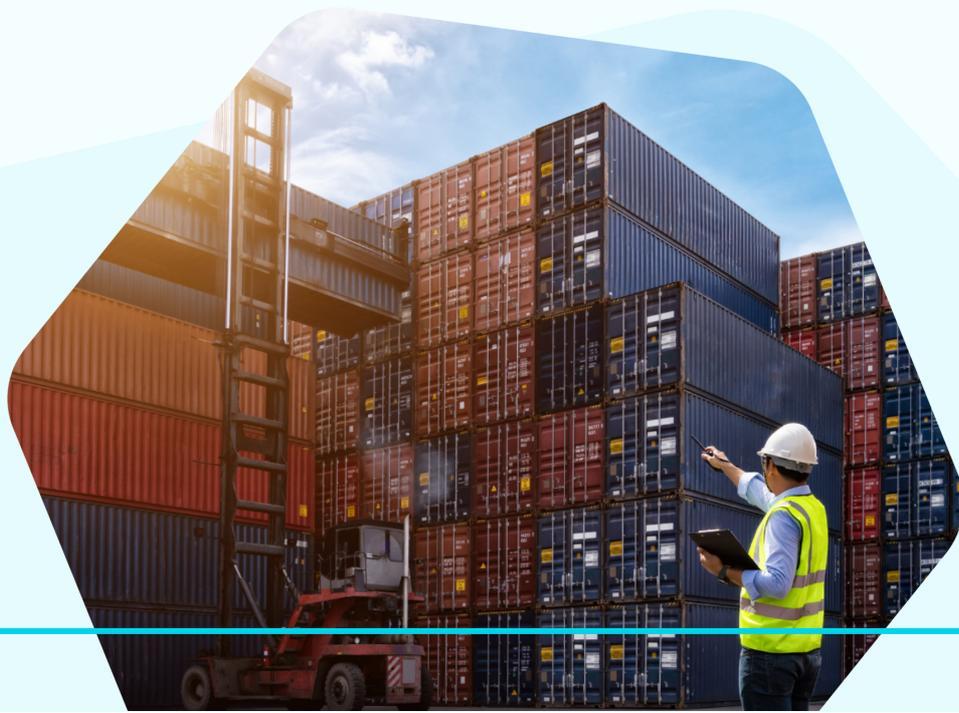
1. Stay top of mind by posting and engaging
2. Increase their connection acceptance rate
3. Research and find their ideal target audience
4. Utilize their current network

The Outcome

After our workshop, the Compass Forwarding's team put our strategies into action and quickly started to connect with their target audience on a deeper level. They were able to get more conversations going, make real connections, and stay top of mind with their network.

Before using LinkedIn, their team didn't understand the true value of the platform and the many different features and tools that support sales teams.

As a result of learning the ins and outs of LinkedIn and sticking to our course, the team at Compass Forwarding now has endless opportunities for new business on LinkedIn. And because of the value Evyrgreen Networking for Teams brought them, they signed us on for ongoing training to keep them accountable and knowledgeable.



Need help generating real results on LinkedIn?

Book a strategy session today!

LET'S TALK



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More Referrals, Valuable Relationships on LinkedIn