



# NuGrowth Customer Success Story



## Reading the Signs: Moving ATBS Sales and Marketing in NuDirections

### Overview

**Industry**  
Trucking Industry

### Customer Profile

Established in 1998 and based in Denver, Colorado, ATBS is the largest business services provider with solutions for owner-operators, company drivers, fleets and other partners in the trucking industry.

### Business Situation

ATBS needed to move from the standpoint of a product driven company to one which is sales and marketing driven. They did not have the time, or in-house expertise to make this move without a strategic partner.

### Solution

NuGrowth “airlifted” a sales solution into place for ATBS, and is providing a full and transparent sales solution to their customers.

### Benefits

- ATBS found an immediate uptick in sales activity
- ATBS acquired sales staff and the associated infrastructure to support the needs of their organization
- NuGrowth is seen as part of ATBS and has fully integrated into the internal team
- ATBS continues to solidify their position as the industry leader

“If you’re a product or service driven company, and you want to increase sales but you’re not sure how to do it, talk to NuGrowth. They can make it happen for you.”

Todd Amen, President and CEO, ATBS

ATBS provides operational services to make independent trucking industry contractors more successful. “Whether it’s business management, taxes, accounting, whatever they need, we help our customers operate their business better, and make more money,” explains ATBS President and CEO Todd Amen. “We describe our niche as ‘Business Services for Independent Truckers.’ We don’t really have a monopoly, but there are very few competitors with business on the size and scale of ours.”

Typically, ATBS has sold its services through its partners’ channels, letting them market to their driver-affiliates. Recently, the company decided to shift gears and sell directly to truckers. “We were looking for more avenues to grow the business, but we were not – and are not – a marketing or sales-driven company,” says Amen. That meant ATBS either had to build a sales and marketing division or work with someone who could do it for them. “For us to develop these capabilities in-house would take an incredible amount of resources, from hiring a director and staff, to all the systems and processes... It would all cost more and take longer than we could afford.”



## For More Information:

### NuGrowth Solutions, LLC

NuGrowth works with clients to accelerate revenue generation through proven sales and marketing programs.

For more information about NuGrowth Solutions' products and services, call 614.850.2684 or email

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To access information using the World Wide Web, go to:  
[www.nugrowtholutions.com](http://www.nugrowtholutions.com)

### ATBS

For information and details regarding ATBS please visit: [www.atbsshow.com](http://www.atbsshow.com)



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## Solution

NuGrowth delivers the personnel and expertise required to enhance a company's existing sales efforts or, in the case of ATBS, to design, implement, and support a new sales strategy. "Like ATBS does for their customers, we help our clients be more successful, sell more effectively, and make more money," says NuGrowth CEO Greg Tillar.

Looking back at the first six months of their collaboration, Todd Amen puts it this way: "They're smart guys who know what they do really well. They spent a lot of time with us up front, learning our business and understanding what we do. They brought a lot of good ideas, and helped us think through the process of getting directly to customers. But the biggest key is that we communicate."

Functioning as an extension of the company, the NuGrowth team contacts prospective ATBS customers. "We know sales. And we train our people well – both for their own personal growth and for the mutual success of our clients and ourselves. So the team understands the ATBS market. They learned about the independent trucker audience. They're prepared for each call and look forward to connecting drivers with the business solutions ATBS provides. That's when everybody wins," smiles Tillar. "They can talk our language to our customers," Amen agrees.

Not surprisingly, the best return on sales effort depends on qualified leads. "We've learned the more high-quality leads we can generate for NuGrowth, the better off we both are. They have to be closeable. That's really become our focus," says Amen, who keeps his eye on the bottom line at all times. "Our goal is for NuGrowth to generate a certain amount of new revenue. Together we have to generate \$X-amount of sales to do that. So, for me it comes down to, 'How effective can they be for the price they charge?' And it's working. NuGrowth knows what we want to do – bringing in new customers and getting focused on marketing directly to our customers – and they bring the expertise to make it happen."

It's working because of effective selling supported by proven systems and constant communication. ATBS is in Colorado, NuGrowth isn't... "In the beginning they were 'just those people in Ohio.' Now we feel like NuGrowth is a part of our organization. Our people use them, talk to them, rely on them," says Todd Amen, "and when they talk to our customers they are ATBS."

With their best-practice expertise and infrastructure, NuGrowth is truly an extension of ATBS. A sales execution plan outlines the goals. And the two groups stay up-to-date, course-correct, and keep things moving forward through weekly teleconference sales meetings and consistent reporting. "NuGrowth is really good at reporting and presenting information on all they've done – the leads, calls made, closes, pipeline – all the details we need to measure our progress," says Amen. "They've really brought a lot to the table, and documented it in Salesforce.com. That's a great tool."

Of course, not everything works all the time. "At one point we were using NuGrowth to do a lot of paperwork as things were sold, until we realized that was a waste of their time. They're top sales people; I'd rather have them closing deals than doing clerical stuff, so we changed that aspect. You learn as you go," observes Amen. "Only six-months in, we're probably 60% of the way to where we need to be. And I'm optimistic that we'll be there by the end of the year with both of us hitting the results we need."

As ATBS and NuGrowth close in on the initial goal of delivering new customers through direct marketing, they're also creating a scalable approach to increase other facets of ATBS' business. "ATBS has a unique brand in their industry. Because of the diversity of their offerings, there are significant opportunities to expand sales beyond their core service. Together we're perfecting the process to capitalize on their own channels," says Greg Tillar, "and move their sales and marketing in new directions."

