

CASE: ACTIVE B2B SALES IN TRACKED VEHICLE UNDERCARRIAGE SYSTEMS

Manager of Rapid Deployment and Active Sales

Vladislav — Your B2B Active Sales Manager

SECTION 1. PRODUCT & CLIENTS

Product: Undercarriage systems and components for tracked machinery: tracks, rollers, idlers, sprockets, guide wheels, repair kits.

Parameter	Value
Average ticket	from 300,000 to 2.5M per set
Deal cycle	10–45 days, depending on machine model and client volume
Seasonality	Peaks in spring and fall — active equipment renewal and repair
Logistics	Precise OEM identification, delivery by truck to client's site

Target client segments:

- Owners of construction and road machinery fleets (5+ units)
- Contractors for mining and logging companies
- Service centers and special equipment dealers
- Government and municipal clients (infrastructure repair and maintenance)
- Tracked equipment rental companies

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs

Commercial Analyst & Sales Manager

northth@profesionals.lv | +371 26050644 | https://profesionals.lv

SECTION 2. PRELIMINARY STAGE: PRODUCT DEEP DIVE & MARKET ANALYSIS

Studied undercarriage system range by manufacturers, OEM numbers, modifications. Compared specs by materials, lifespan, installation methods. Analyzed market from major distributors to niche suppliers, including technical forums and operator reviews. Mapped brands and price ranges.

WHAT I DID:
 Studied the product line by manufacturers, OEM numbers, and modifications. Compared specifications. Analyzed market — from distributors to niche suppliers. Mapped brands and price ranges.

WHAT IT GAVE:
 In negotiations, spoke the client's language: knew where it "hurt" — roller wear, delivery failures, poor anti-corrosion coating. This turned conversations into expert dialogue, not price-list selling.

WHY IT WAS NEEDED:
 Without deep product knowledge, it's impossible to argue with an engineer or mechanic who buys based on metal wear, not advertising.

SECTION 3. POSITIONING & CLIENT PROFILE

Divided target audience into five segments by business type and purchase frequency. For each, wrote ICP: fleet size, purchase budget, geography, LTV, and decision-making.

Segment	Characteristics
Private contractors	up to 10 machines, tickets up to 600K, quick decisions
Industrial clients	fleet 20+ units, tickets 1–2M, purchasing committee
Government entities	annual contracts, tender mechanics
Service centers	regular purchases, OEM compatibility priority
Rental companies	medium fleet, predictable wear, focus on delivery speed

For each segment, mapped decision-makers: mechanic/engineer, procurement, director.

WHAT I DID:
 Segmented target audience into five groups. For each wrote ICP and DM map.

WHAT IT GAVE:
 Different arguments for different roles: engineer — reliability, procurement — delivery time, director — savings and predictability.

WHY IT WAS NEEDED:
 One offer doesn't work — only precise positioning gives access to the budget.

SECTION 4. OSINT MARKET ANALYSIS

Monitored competitor activity through open sources: tenders, ad campaigns, delivery reviews. Used Market Intelligence to monitor prices for 20 key items. Through social media and business registries, studied DMs: who manages the fleet, posts, personal interests, contacts.

WHAT I DID:
 Monitored competitors via OSINT, Market Intelligence, social media, and business registries. Tracked prices for 20 key items.

WHAT IT GAVE:
 Found competitor weaknesses — delivery delays, low quality of alternatives. Built arguments through these "gaps": "We guarantee 14-day delivery and don't work with uncertified suppliers."

WHY IT WAS NEEDED:
 Information = power. When you know who is unhappy with what, a call becomes a solution to their problem, not a sales attempt.

SECTION 5. BUILDING THE DATABASE & AUDIENCES

Collected database of 260 companies from mining, construction, special equipment rental sectors, divided by segments and regions. Found direct DM contacts via OSINT, LinkedIn, and tender catalogs. Verified phones and emails manually.

Audience Level	Description
Cold	Don't know about us
Warm	Showed interest, downloaded catalog
Hot	Discussing specs or requested a proposal

WHAT I DID:
Collected and validated database of 860 companies. Divided into three audience levels by readiness.

WHAT IT GAVE:
Database quality ensured 12% conversion from cold calls to dialogues.

WHY IT WAS NEEDED:
Volume doesn't help if contacts are blind. I sold precisely, not massively.

SECTION 6. PREPARING SALES MATERIALS

For each segment, formulated its own USP:

- Service centers — “supplier guarantee + OEM compatibility”
- Government entities — “minimized delivery time, certificates included”
- Industrial — “price below OEM at 90% OEM lifespan”

Prepared visual catalog, modular proposal, price lists in three currencies. Set up email sequences and objection scripts (“too expensive,” “already have a supplier,” “send to tender”).

WHAT I DID:
Created USP for each segment. Prepared catalogs, modular proposals, price lists. Set up scripts and email sequences.

WHAT IT GAVE:
“Send a proposal” stopped being the finish — it became the entry point. The proposal sold itself.

WHY IT WAS NEEDED:
A well-packaged material is a 24/7 salesperson that works without my involvement.

SECTION 7. DIGITAL INFRASTRUCTURE

Created three landing pages for different segments:

Landing	Focus
For contractors	Emphasis on resource savings and delivery speed
For service centers	Catalog by OEM numbers
For government procurement	Documentation and accreditation

Launched targeted and contextual ads with email remarketing. Lead magnets — “undercarriage diagnostic checklist” and “updated price list for the week.”

WHAT I DID:
Created three landings, launched targeting + context + email remarketing. Implemented lead magnets.

WHAT IT GAVE:
Conversion from page visit to application was 3.2%.

WHY IT WAS NEEDED:
Omnichannel amplifies effect: cold call, site, and email work as a single system.

SECTION 8. CREATIVE OUTREACH — REACHING DECISION-MAKERS

Reached DMs via LinkedIn, industry chats, email, and calls. Used value-first: sent short video review “mistakes when selecting rollers for excavators.”

Sample opening phrases:

- “Not selling — comparing how guide wear affects track lifespan.”
- “Calculated real costs for your type of equipment — interested?”

WHAT I DID:

Multi-channel outreach with value-first approach. Video reviews, personalized approaches via LinkedIn, email, calls.

WHAT IT GAVE:

Average response to cold personal messages — 37%, which is excellent for B2B mechanics.

WHY IT WAS NEEDED:

Standard script “Let me tell you about us” is dead. Need to impress with expertise, not persistence.

SECTION 9. NEGOTIATIONS & NEEDS DISCOVERY

Used SPIN and Challenger Sale approach. Didn't ask “what do you need?” but “what problem most often occurs when replacing rollers?” Through OSINT facts showed awareness: “Saw you were buying similar parts from [brand] — they had weak pins on the sprockets, right?”

WHAT I DID:

SPIN + Challenger Sale + OSINT Business Radar in negotiations. Identified hidden pain, created need.

WHAT IT GAVE:

Dialogue became collaborative, trust grew, and price stopped being the main factor.

WHY IT WAS NEEDED:

When you identify hidden pain, the client looks for a solution themselves — your solution.

SECTION 10. MANAGING THE DEAL TO CLOSE

Tracked all decision nodes: engineer, procurement, accounting. Set reminders in CRM, recorded all statuses. When blocked by legal — involved compliance department to accelerate.

WHAT I DID:

Managed all decision points. Recorded statuses in CRM. Escalated blockages.

WHAT IT GAVE:

Share of closed deals from final proposals rose to 41%.

WHY IT WAS NEEDED:

Most “fail” the final stages — I brought every dialogue to a governing decision.

SECTION 11. BIG TICKETS & STABLE FLOW

Focused on clients with regular needs (service and mining companies). Built purchase seasonality calendar. Monthly updated predictive demand forecast by undercarriage element types.

WHAT I DID:

Focus on large clients with regular orders. Predictive forecast by seasonality.

WHAT IT GAVE:

Repeat sales accounted for 60% of turnover.

WHY IT WAS NEEDED:

Strength is not in number of clients, but in stable LTV relationships.

SECTION 12. CRM & AI AUTOMATION

Managed CRM funnel by stages: contact → dialogue → proposal → technical approval → delivery. Set up AI bot for follow-ups: reminders, new batch mailings, price change notifications.

WHAT I DID:
CRM funnel by stages. AI bot for follow-ups, mailings, and notifications.

WHAT IT GAVE:
Reduced manual tasks by 40%, focus shifted to key clients.

WHY IT WAS NEEDED:
Without automation, manager drowns in correspondence — with AI support, system became self-sustaining.

SECTION 13. COMPANY INTEGRATION

Built work jointly with sales and logistics departments. All communications transparent, reporting — in CRM dashboards. Accounted for all four traffic streams:

Traffic Type	Description
Cold outbound	Active outreach to new contacts
Hot outbound	Working warm leads and repeat clients
Cold inbound	Applications from landings and advertising
Hot inbound	Referrals and repeat inquiries

SECTION 14. QUARTERLY PLAN

Month	Contacts	Dialogues	Meetings	Proposals	Clients
Month 1	500	60	18	12	4
Month 2	600	80	25	18	8
Month 3	700	110	35	25	12

Scenario	New Clients/Quarter
Pessimistic	15
Realistic	24
Optimistic	30+

Monthly logic:

- Month 1 — structure and database warm-up
- Month 2 — active negotiations and funnel building
- Month 3 — closing phase and repeat deals

SECTION 15. RESULTS

In three months, I built not just sales, but a system: from OSINT analytics to digital funnel and CRM management.

- ✓ Database of 260 valid contacts developed
- ✓ Dialogue conversion 8%, closing 21%
- ✓ Three landing pages and full-featured digital campaigns created
- ✓ Follow-up automated via AI bot
- ✓ Repeatable B2B sales model formed for large tickets

This case was designed as real — for an active client in the “undercarriage systems for tracked special equipment” segment. For commercial security and confidentiality reasons, some data has been slightly changed: certain figures, company names and geography have been adjusted. The work structure, methodology, tools used and sequence of stages reflect real experience and approach to building active B2B sales systems.

“Want to build a system of active B2B sales?
Bring me in — I’ll launch sales in 4–6 weeks.
Working in parallel with your team, recording everything in CRM.
Don’t need me — disconnect without risk.”

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs
Commercial Analyst & Sales Manager
northth@profesionals.lv | +371 26050644 | <https://profesionals.lv>