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Moving & Distribution

AIT has successful experience working with moving and distribution companies to develop sales strategy, launch new services, provide regional marketing and run events.



PDI

PDI's broad range of services includes a specialist understanding of on-demand production as well as consultancy, project management, mailing and storage.

Project Scope

AIT worked with PDI to define their business offer and promote their services to eight business sectors.

Following a re-brand to distinguish PDI as a strategic logistics partner, AIT created a series of messages for innovative email and direct mail campaigns to current clients and targeted prospects.

Objectives

To build understanding of distribution as an intelligent sales and communication tool, far smarter than mere dispatching.

To make qualified appointments with a high potential conversion rate facilitated by clear sales messages in new engagement material.



Atlantic Corporate Relocation

Atlantic Corporate Relocation maintains a reputation for providing a professional and cutting edge range of services tailored to the precise requirements of their clients.

Project Scope

AIT were commissioned to develop a sales and marketing strategy to enable Atlantic to make the transition from 'moving' company to 'corporate relocation' business.

AIT's starting position was to define the case for 'relocation velocity' and the client benefits in terms of productivity, peace of mind, speed and comprehensive re-settling.

Objectives

To enable Atlantic staff and customers alike to understand the business imperatives for 'transplanting' human resources in a new country. To provide reports on how the total-cost-of-relocation should reflect the employee's continuous ability to perform effectively.

