

The case of DLL in the UK

The Customer

DLL is a global company offering asset financing solutions tailored for businesses, manufacturers, and suppliers. One of their global business units, CT&I (short for Construction, Transportation and Industrial Equipment) wanted support by getting a detailed list of key stakeholders in companies that purchase waste handling equipment (businesses active in solid waste collection and recycling) in the United Kingdom.



Objective

For the department Fleet solutions (direct sales), the customer was looking for a lead lists for waste handling equipment end-users.

Deliverable

A very detailed list of contact details and background information that enabled CT&I account managers to engage directly with decision makers who are responsible to purchase waste handling equipment and to approach them with waste handling equipment financing/leasing solutions. The list contained over 75 of the largest waste management companies in the UK.

Project Lead generation Companies that purchase waste handling equipment UK

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