



B2B & B2C SALES OUTSOURCING · CONTAINER DISTRIBUTION

Building DM Containers' entire Serbia operation, from zero to **€40K monthly revenue**

How Elemental Communications became the sole sales and marketing force behind DM Containers' entry into the Serbian and Adria market: covering B2B, B2C, logistics partnerships, and customer support under one engagement.

DM.CONTAINERS

DM Containers

Container distribution · Serbia & Adria market

100+

CALLS MADE PER WEEK

15

CONTAINERS SOLD PER MONTH

€40K

MONTHLY REVENUE GENERATED

1

PERSON COVERING FULL MARKET



BACKGROUND

A container company entering a new market with no local sales presence

DM Containers had the product and the ambition to enter the Serbian market. What they needed was someone to own the entire commercial operation on the ground, not just leads, but calls, closings, partnerships, CRM, and customer support. Hiring a local sales team would have meant months of recruitment and significant fixed cost before a single container was sold.



The challenge

- No local sales presence or market knowledge in Serbia
- Needed to cover both B2C end-buyers and B2B partners simultaneously
- Required someone to handle logistics partners, distributors, and corporate buyers in parallel
- No CRM, no outreach process, no marketing infrastructure in place



The solution

- Elemental took full ownership of the Serbian commercial operation from day one
- B2C and B2B outreach run in parallel across cold calls, cold emails, and in-person meetings
- CRM built and actively maintained to track all leads and pipeline stages
- Meta Ads and KupujemProdajem promotions managed to generate inbound B2C leads
- Customer support handled directly, keeping response quality consistent

01

Full Ownership, Day One

Elemental took over the entire Serbian commercial operation, not just lead generation but calls, closing, and support.

02

Parallel B2C & B2B

Cold calls, cold emails, in-person meetings and paid promotions run at once, covering end-buyers and corporate partners together.

03

CRM & Support Built In

A CRM built from scratch to track every lead, with customer support handled directly to keep quality consistent.

FROM SETUP TO FULL OPERATION



M1-2 Setup

Market mapped, CRM built, first outreach sequences launched across B2C and B2B channels simultaneously.



M3-6 Traction

First consistent sales achieved, logistics and delivery partnerships established, inbound leads from Meta Ads starting to supplement outbound.



M6+ Full operation

100+ calls per week, 50+ cold emails, 15 containers sold per month, and €40K in monthly revenue, with one Elemental operator covering the entire market.



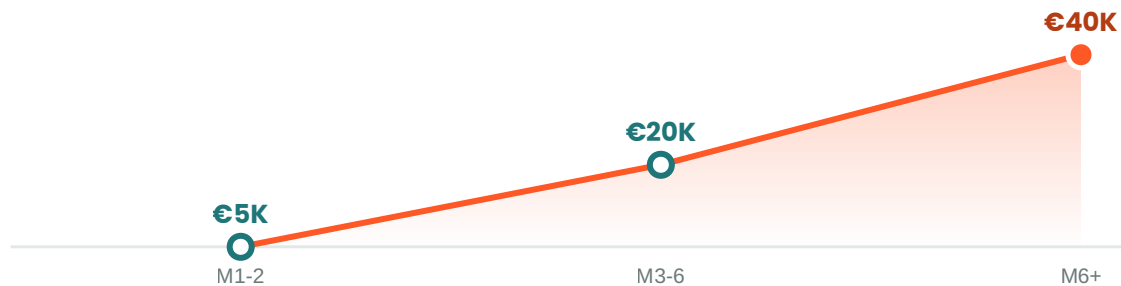
RESULTS

A full commercial operation, without a single local hire

15CONTAINERS SOLD
PER MONTH**€40K**AVERAGE MONTHLY
REVENUE**100+**OUTBOUND CALLS
PER WEEK**0**LOCAL SALES HIRES
NEEDED

Monthly revenue, indexed by phase

Growth in monthly revenue generated for DM Containers in the Serbian market



Financial impact

In a market like Serbia where trust and relationships drive purchasing decisions, having a consistent, professional local presence made the difference. By covering every commercial touchpoint, from the first cold call to post-sale support, Elemental allowed DM Containers to grow to €40K in monthly revenue without adding a single person to their payroll. The engagement remains active and is expanding into the broader Adria region.

Why full outsourcing worked

Time to first sale	< 6 weeks
In-house hires needed	0
Channels covered	4
Team location	Belgrade, RS
Markets covered	Serbia (Adria in progress)



KEY OUTCOME

What this partnership delivered



Engagement summary

Elemental took DM Containers from zero local presence to €40K in monthly revenue and 15 containers sold every month, with a single operator covering the entire Serbian market end-to-end.

About Elemental Communications

Elemental Communications is a B2B sales and marketing partner for companies entering and scaling in new markets. We plug in as your outsourced sales team: market research, ICP definition, multi-channel outbound, and qualified meeting booking, backed by a decade-long contact network and an AI-powered outreach process. No recruiting, no ramp-up: just a calendar full of the right conversations.

Want results like DM Containers'?

Book a free, no-obligation call and we'll map out what an outsourced sales engine could look like for your business.

[Book a Meeting →](#)

