

Success Story: Trost Consulting



TruckDirect Mail

Destination Entry Drop Shipping Logistics

Redefining the Ad Agency Role

Destination Entry Drop-Ship Logistics has never been faster or more convenient!

Through the Truck Direct Mail online service, you can save up to 30% on postage and help ensure critical in-home dates are met.

Best of all - it's FREE !!!

Use the service for cost and time estimating all you like. You pay only for the transport of jobs you approve and submit.



Matt Gabrielson, Vice President of Tulsa, Oklahoma based Trost Consulting, characterizes his firm as a full-service advertising agency. But a deeper look at their diverse, value-added marketing services reveals much more. In 2005, sales for the 15-year old firm doubled to \$5.3 million thanks to a unique blend of niche marketing, dealer resourcing, creative services, event planning, and video production. They even staff a 24-hr call center for retailers and offer comprehensive print and letter shop services.

According to Gabrielson, "Our customers expect us to be the experts in telling them where and how to mail in a cost-effective manner. Consequently we expect the same high service level from our vendors. Direct Logistics more than fills the bill. From obtaining postal appointments and consistently favorable pricing, to assuring critical in-home dates are met, DLI's web based system makes order processing quick and easy." He also credits DLI's "best-of-breed" carrier network and 99%-plus on-time delivery record as major contributors to their success.

Another key element in Trost's success is use of BCC's software to sort, palletize, and presort their client's direct mail. "Utilizing the BCC portal is very simple and matches our client's needs perfectly," Gabrielson comments. "We've been a loyal BCC customer since 1996."

In the future, Trost Consulting will continue seeking innovative ways to expand direct mail effectiveness; and there is no doubt they will continue to help clients grow efficiently and cost effectively. In the direct response business, campaigns that don't generate phone calls aren't successful. And Trost is - very clearly - in the business of success.

Direct Logistics, Inc., a 12-year old 3rd party transportation logistics company, specialized in timely distribution of direct mail promotions to postal facilities. Truck Direct Mail, an online service of Direct Logistics and BCC Software, helps letter shops, printer/mailers, ad agencies, and others easily obtain postal discounts and expedited destination entry drop-shipping to BMC's and SCF's nationwide.

For over 25 years, BCC Software Inc. has offered high-performance software and solutions for professional mailers, and a commitment to the highest level of customer service and technology training. BCC and Direct Logistics have teamed up to deliver Truck Direct Mail: the essential online resource for destination entry drop shipping logistics.

CREATE - SUBMIT - CONFIRM - DELIVER
SAVING IS REALLY THAT EASY!

Whatever the nature of your mailing, Truck Direct Mail lets you easily evaluate whether Destination Entry drop-shipping is right for you. For more details, contact BCC Software or Direct Logistics today.

For a risk-free trial of Truck Direct Mail, visit us online today...
www.bccsoftware.com/truckdirectmail

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