

Case Study

Client

- ✓ International Accountancy and Consultancy Practice

Business Issues

- ✓ Failure to generate required results from tactical new business activity.
- ✓ Lack of clear management information regarding ROI of new business activity.

Solution

- ✓ **IGNITE New Business** by developing a strategic approach to new business activity. Identifying business trigger events. Building a highly targeted marketing database.
- ✓ **NURTURE New Business** by delivering MD level appointments, supported by prospect nurturing programme.
- ✓ **BOOST New Business** by implementing sales pipeline management to support Partner/Manager.

Result

- ✓ **A consistent and measurable approach to new business acquisition.**
- ✓ **Improved effectiveness of marketing expenditure and clear focus on ROI.**

This top five international accountancy practice offers a full range of accountancy, consultancy and financial services to top-end SME companies. Previous appointment generation activity had not been effective. With the ACCELERATOR Programme they have been able to implement a consistent and measurable approach to new business acquisition, with a clear focus on ROI.

Previously this client had been taking a short-term approach to new business appointment generation. While highly targeted and well executed it was not generating the required results. We identified disconnect between marketing activity and selling effort, plus a lack of management information regarding the ROI of new business activity.

Consultancy support was provided to address these business issues; along with an appointment generation programme and sales pipeline management.

IGNITE New Business

We provided consultancy input that enabled the client to replace tactical campaigning with a strategic programme of consistent new business activity, structured around regional offices and by sector.

Our consultancy also helped identify business trigger events related to the client's service offering and proposition.

Desk and telephone research was undertaken to define specific target companies by locality and sector, creating a highly qualified marketing database by regional office, key sectors and specialised services.

NURTURE New Business

Our new business advisors generated Managing Director level new business appointments. This was supported by a prospect-nurturing programme which mixed mail, email and telephone contact to build relationships with prospects, with conversion to appointment when identified business trigger events were established.

BOOST New Business

We put in place a sales pipeline management programme, supporting the owning Partner/Manager to ensure all opportunities were consistently worked over time to ultimate sale.

We delivered full reporting of the end-to-end process showing ROI on delivered activity.

Client Success

Through the ACCELERATOR Programme the client now has a consistent and measurable approach to new business acquisition. There is improved effectiveness of marketing expenditure and a clear focus on ROI. This is combined with a thorough approach to working sales opportunities over a long selling cycle, to successful closure.