

# Case Study



## Client

- ✓ Major International Trade Publisher

## Business Issues

- ✓ To gain rapid market penetration against incumbent competitors.

## Solution

- ✓ Creating sales opportunity with an appointment generation service and diary management.
- ✓ Closing more sales supported through appointment confirmation and follow up services.

## Result

- ✓ 150 well qualified and confirmed appointments per month.
- ✓ Client's acquisition and revenue growth targets exceeded.

This major international trade publisher provides an on-line reference service for HR professionals. By using our ACCELERATOR Programme for appointment generation and sales pipeline management the client's revenue growth targets were exceeded.

The client came to us when they were looking to gain rapid market penetration and establish the company as leaders in the field with their on-line service, replacing directory based services and other limited on-line services.

### NURTURE New Business

We implemented an appointment generation service working closely with the territory based sales team.

Our new business advisors developed a strong working relationship with their sales team, producing well-qualified and confirmed appointments.

This included diary management and journey planning to maximise the effective utilisation of the sale resource.

### BOOST New Business

Using our sales pipeline management we provided appointment confirmation and follow up services, to ensure all appointments were valid, attended and actioned correctly.

This further ensured effective utilisation of sales resource, and maximised the likelihood that appropriate effort was placed into all opportunities.

### Client Success

The ACCELERATOR Programme implemented for this client created 150 well-qualified and confirmed appointments per month for a sales team of 7.

The client's customer acquisition and revenue growth targets were exceeded.