

# 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

- A Nurture approach to new business activity.
- A Nurture programme for MD level highly qualified appointments and ongoing prospect nurturing.
- Boost sales pipeline management to support longer term opportunities.

## 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. A Nurture Programme provides a consistent and measurable approach to New Business acquisition, with a clear focus on ROI.**

We helped the client move from tactical campaigns to a Nurture Programme for consistent and well qualified appointment generation, along with Boost sales pipeline management to support sales to maximise conversion rates on long-term opportunities.

## Nurture Foundations

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.

Working with the client we identified business trigger events related to the client's service offering and proposition, which our telephone advisors use to ensure all appointments are highly qualified and 'sales ready'.

## Nurture New Business

A multi-channel mail, email and telephone contact Nurture Programme has been put in place that builds relationships with prospects, with conversion to appointment when identified business trigger events were established. The goal is Managing Director level new business appointments.

## Boost New Business

A Boost sales pipeline management programme ensures all opportunities are consistently worked over time to closed business.

## Client Success

Full reporting of all appointments through to closure shows ROI on delivered activity.

**Nurture gives the client a consistent and measurable approach to new business acquisition and a clear focus on ROI. Boost supports sales opportunities to successful closure.**