

Case Study



Client

- Leading Customer Survey Provider

Business Issues

- Entering new market in competition to established suppliers.

Solution

- Developing a marketing database.
- Highly qualified new business appointment generation.
- Sales pipeline support

Result

- A marketing database with enhanced prospect knowledge.
- Highly qualified new business appointments, including contract renewal opportunities.

This major international trade publisher provides an on-line reference service for HR professionals.

This 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.

By using our Ignite Programme to establish new market sales opportunities and Boost for sales pipeline management the client established itself in the market and revenue growth targets were exceeded.

Ignite 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 Sales Conversion

Our Boost sales pipeline management service 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 Ignite Programme implemented for this client created 150 well-qualified and confirmed appointments per month for a sales team of 7.

With Boost supporting sales pipeline management, the client's customer acquisition and revenue growth targets were exceeded.