



YourTelemarketing

Case Study

Overview

Suzanne MacDonald-Carr, ActionCOACH franchise owner, and business coach utilises her extensive senior corporate background in sales, marketing and operations to assist small business to grow and become more profitable. Recognising the challenges that face small business owners who want to grow Suzanne focuses on the following key areas: Business Planning & Development, Marketing Strategies and Campaigns, Sales, Financial Operations, Recruitment Systems, Psychometric Profiling, HR and Training, Systemising the Business and Customer Service.

Client Requirement

To secure new clients Suzanne uses multiple marketing strategies and an integrated marketing campaign which involves direct mail, email marketing and seminars. She requires the support of a professional business to make follow up calls to the mail and email campaigns to book appointments, and at the same time sign up delegates to her workshops and seminars.

Our Solution

Your Telemarketing built a package of services for Suzanne to ensure that she could focus on her clients whilst we worked in the background to build her prospect base. Initially we agreed on Suzanne's target market, her base data, and the aims, objectives and targets for her campaign. Our ethos is to represent our clients own brand to act as an extension to their business. We selected an agent to work with Suzanne and provided sufficient training so that questions can be answered effectively to develop prequalified opportunities. All calls are supported with a call guide which was developed by us and approved by Suzanne. This evolves over time as we continue to improve the project. To provide a seamless process we manage all requests for information, sending emails from Suzanne's own domain. Suzanne receives regular reporting from us, both written and verbal.



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Key Results

Following an integrated approach, involving email marketing as well as telemarketing we continue to maintain a pipeline of opportunities, making over 100 dial attempts and reaching an average of 30 decision makers per day. This activity normally results in 2-3 new leads and one qualified appointment per telemarketing day. Additionally, if we are focusing on the seminar we can make 2-3 seminar bookings per days activity.

Key Benefits

- *Experienced sales team*
- *Good quality appointments*
- *Adaptable activity*
- *Re-engage with clients*
- *Focus on your core activity*
- *We maintain your brand*
- *Have a larger team*
- *Increase your client base*
- *Flexible to meet your needs*

The team at Your Telemarketing have supported me brilliantly since 2011 by fulfilling my campaign level marketing successfully. An important additional benefit is that they have become an extension of my team to the extent that through natural attrition I have been able to make cost savings in the business. I have recommended them to other ActionCOACH franchisee owners and my clients and they too have received the benefits of working with Laura and her professional team.

*Suzanne MacDonald-Carr,
ActionCOACH East Anglia*