



YourTelemarketing

Case Study

Overview

Stuart Allan, business coach and mentor utilises his 25 year's of experience in owning, running and growing his successful manufacturing business to coach a wide portfolio of ambitious clients to achieve similar results. Rewarding and challenging at the same time he understands that business growth needs support to achieve resilience and profitability. Stuart's time is mainly focused on client delivery through 1-2-1 coaching, and requires support to deliver focused strategic marketing. He has a comprehensive integrated marketing plan and relies on marketing professionals to deliver good quality leads and appointments on a consistent basis.

Our Solution

Your Telemarketing built a bespoke package of services for Stuart to ensure that he could focus on his clients whilst we worked in the background to build his prospect base. Initially we agreed on Stuart's target markets, his base data, and the aims, objectives and strategies for his campaigns. Our ethos is to represent our client's own brand, acting as an extension to their business. We selected a professional agent to work with Stuart, so that a personal rapport could be established, and provided sufficient training so that questions could be answered effectively to develop pre-qualified opportunities. All calls are supported by a call guide, developed by us and approved by Stuart. This evolves over time as we continue to improve the project, working closely with Stuart to refine the processes and create opportunities. Additionally, to provide an integrated support service, we manage all requests for information, sending emails from Stuart's own domain. Stuart receives regular reporting from us, both written and verbal, so that he can monitor his returns on investment.



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Key Results

We continue to maintain a pipeline of opportunities and book an average of one qualified appointment per telemarketing day, whilst developing 2-3 new leads.

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*

Testimonial

Having tried previous companies who were invariably unreliable, expensive and unproductive it is with great pleasure that I can whole heartedly endorse Laura and her team. I have found them to be professional, reliable and informative at all times. They provide an excellent service generating quality leads. I would have absolutely no hesitation in recommending Your Telemarketing's services.

Stuart Allan