

Case Study: Bonus Trading UK Ltd

Securing Quality Appointments for Field Sales Teams

Overview

Your Telemarketing were contacted by Bonus Trading UK Ltd, a family run packaging company, who had been referred to us by another local firm we had done business with previously. As a growing business, the directors had decided that they needed help securing field appointments for their sales representatives across East Anglia. It was important for Bonus to feel comfortable when partnering with an outside firm to support them with their lead generation. It was imperative that the company representing them was professional and acted as an extension of their business.

Our Solution

There was an initial consultation with Your Telemarketing to discuss their current strategies and goals to understand their current marketing activities and their future plans. This is necessary with any campaign as it is vital that Your Telemarketing understands current clients, industry climates and the target market. We helped Bonus with marketing strategies and ideas to promote various products they wished to present to potential clients. We visited their offices, met their team and had a tour of their warehousing facility which also included some product demonstrations.

Results

Your Telemarketing deliver 4 days telemarketing per month for Bonus. During a phone call, we initially aim to promote the various products to prospects but also discuss everything that the packaging company can offer. We make sure that feedback is passed onto the packaging company and liaise regularly to tweak the campaign if need be. We undertake the necessary admin to deliver a cohesive service, including send out tailored emails, requesting quotes and informing of brochure requests. We manage the field team diaries to ensure efficient use of time alongside detailed information around the appointment specific.

This customer considers Your Telemarketing an esteemed part of their marketing strategy and have had a continuous flow of good appointments and leads referred to them.



Key Benefits

- Experienced sales team
- 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
- Honest feedback



We have used Your Telemarketing continuously for over 2 years, they were originally recommended to us. They have been a very useful asset to our sales team and have secured many quality appointments, which have in turn led to many good ongoing customers!

We find them adaptable and work well within our marketing strategies.

We have recommended them to other companies and have no hesitation in making further recommendations for them.

Bonus Trading UK Ltd