

**The Client** – Manufacturer of a cattle birthing sensor device.

### The Challenge ....

This client had been using another telemarketing company prior to working with us, unfortunately, they were not given the results they were promised. When we approached the client, they were unsure of using telemarketing again after the lacklustre results they had seen from another company. After explaining how we differentiate from other telemarketing companies we had piqued their interest.

At the time, they had not long launched their new product, which was a sensor device that can be used by farmers to track changes during their cattle's pregnancy and also detect cows in heat. After having a face-to-face meeting and discussing their new product and how it could be promoted using telemarketing, they agreed to a 20-day pilot campaign.

### The Project ....

The aim of the 20-day pilot campaign was to offer a free demonstration of the device to the client's prospects and organise appointments for the client. The campaign was carried out over a 5-week period with our team working 4-days per week on the campaign. For this campaign, we were targeting farms across the Midlands and the North of England and the client set a target of 25 appointments by the end of the fifth week.

### The Results ....

The campaign got off to a flying start with 8 appointments being organised in the first week alone. By the time we got to the end of the third week, just over half-way through the campaign, we had organised 23 appointments and we were showing no signs of slowing down. At the end of the campaign, we had secured a total of 34 qualified appointments for the client, 31 of which resulted in a sale.

We have since run two campaigns for the client, one following the same goals and structure as the pilot campaign and another promoting an event that the client had organised with another company, similar to theirs. The client is due to launch a new product by August, which is just 3-months away now and they have spoken to us regarding another campaign.