

**The Client** – Cyber Security Consultancy Firm

### The Challenge ....

Prior to working with us, the client was predominantly operating within the government sectors, holding contracts with the Ministry of Defence, Foreign & Commonwealth Office, and the United Nations.

The client got in contact with us in mid-2019 because they wanted to target new areas and bring government grade cyber security and advice to the commercial sector.

### The Project ....

The initial pilot campaign was focused on generating face-to-face appointments with C-level executives and IT decision-makers within a targeted list that was provided by the client.

The target for the campaign was to generate two face-to-face appointments every three days, due to the length and technical complexity of the conversations to be had. The campaign was to be run for 30 days over a 10-week period, with a target of 40 qualified appointments.

### The Results ....

At the end of the pilot activity, our team had generated a total of 47 fully-qualified face-to-face appointments with a range of organisations with between 50 – 250 employees. As well as this, our team had developed a pipeline of potential opportunities that would be ready to target between a range of 3 – 12 month period.

Since, the initial pilot, we have gone on to carry out several more campaigns for this client who, as a result, has now developed a strong standing within the commercial cyber security space.