

## The Client – Electrical Engineering Project Identification

### The Challenge ....

The challenge that this client was facing wasn't to do with the number of projects that they were managing, but with the size. Prior to working with us, the client's prospecting and sales activities had been managed by a sales representative who had to split their time between prospecting in the office and attending sales meetings out on the road. This gave their sales rep little time to focus on nurturing larger project opportunities, and they would often miss bidding chances for these opportunities.

### The Project ....

The client wanted to target large-scale organisations across their three primary sectors: construction, commercial, and residential. To identify potential large project opportunities, they wanted us to approach organisations within these sectors with an annual turnover of £10 million+.

Our team were tasked with getting in contact with the relevant decision-makers within the qualified organisations, and enquire about any upcoming projects that the organisations may have and how they will be managing the electrical installations and plans for the project. Once a suitable opportunity was identified, our team would then send over the client's company information and correspondence for the prospects to review, and the opportunity would then be handed over to the client to discuss project financials and bidding with the prospect.

The initial pilot campaign was carried out over a period of 10 weeks, with our team working 2 days per week on the activity. The agreed target for the pilot was 15 fully qualified project leads handed over to the client.

### The Results ....

At the end of the campaign, our team had handed over a total of 18 qualified project leads to the client, and had also secured an appointment for the client with a well-known residential construction organisation within the UK - resulting in a total of 19 fully-qualified opportunities given to the client.

One month after the end of the pilot, the client confirmed that the total ROI seen from the pilot alone was over 670%. Since the pilot, the client has signed onto a 3-month rolling campaign, continuing to target large-scale electrical project opportunities within their primary sectors.