



The Client – A small Firm of Accountants

The Challenge

Our Clients began trading in 2015 with two friends who were working for a large firm who decided that they wanted to run their own firm locally to where they both live and avoid a big commute each day. From the beginning, the Firm took the decision not to be located on the high street, as they wanted to attract small to medium businesses rather than sole traders. The firm has recently taken on another accountant who works with companies who have a presence in Europe. His understanding of taxation and other matters in Europe, as well as his multi-lingual capabilities, is a valuable asset to the Firm. Although he has brought in some clients of his own, the desire now is to promote this additional resource in the best way possible, using telemarketing.

The Project

The brief is to speak with large corporates who work in Europe as well as the UK to promote our client's capabilities. We will also be approaching manufacturing and engineering businesses who may be considering working in Europe but want advice on the taxation regulations. We are also advising prospects of events that our Client is attending, to arrange one to one meetings at those events.

The Results

We have completed 18 days of a 30-day campaign and achieved 14 new business appointments. The client has reported that all appointments have taken place, and they are now in the process of engaging with 8 of the prospects. Our Client is hosting an event later in the year and we are in the process of promoting this to prospects. We have been tasked with getting buy-ins from 100 people in the hope that between 70 and 80 will attend. We have, to date, secured spaces for 21 delegates.