

The Client – Health and Safety Training Provider

The Challenge ...

The client offers bespoke Health and Safety training and Health and Safety management solutions.

They came to us towards the end of 2018 during the launch of two of their new Health and Safety training courses, the First Aid Training & Fire Marshal courses, and wanted to introduce the new courses and generate interest with new prospects.

They were keen to learn more about our Appointment Setting campaigns, and how our approach and expertise in the Health & Safety industry could improve their sales performance.

The Project ...

The pilot campaign targeted industrial companies within the UK with warehouse facilities, and other businesses with potentially dangerous and hazardous working environments.

The goal of this campaign was to get in touch with the Health & Safety manager within the target organisations, learn how these businesses were currently managing their Health & Safety training, introduce the client's new First Aid and Fire Marshal training courses, and set an appointment for the client to discuss the prospect's needs and bespoke training/pricing.

The 30-day pilot activity was run over 15 weeks, with our agents working 2 days per week on the activity. The target for the campaign was to generate 1 fully-qualified appointment per day (or 30 fully-qualified appointments in total).

The target of the campaign was to generate a total of 30 fully-qualified appointments for the client, throughout the 30-day campaign run over 15 weeks, with our team working 2 days per week.

The Results ...

By the end of the campaign, our team had managed to secure a total of 48 fully qualified appointments, 160% of the initial campaign target. Out of the 48 appointments generated, 39 were converted by the client, resulting in a conversion rate of 81.25% for the campaign.

Thanks to the campaign, the client managed to give their two training courses a sizeable boost at launch and saw a 180% increase in their project quarterly revenue.

Since the initial pilot campaign, they have continued to use our services to promote their training courses and consultancy services and give their new training courses a boost at launch.