

The Client – Laser cutting equipment manufacturer.

The Challenge

Our client manufactures and maintains large laser cutting equipment to industry. The company has used several marketing services both internally and externally over many years. The client's new Sales Director has analysed results over the past 2 years and has found that results versus cost do not add up. As he is a believer in telemarketing, he was surprised to find that the company has not tried this method of marketing. He approached us to discuss a programme of campaigns over a 6-month period, and always being aware of the lengthy sales cycle, upwards of 2 years or more.

The Project

We have been asked to secure appointments for the Sales Director so that he can promote the brand. We have also been asked to generate delegates for one of the many trade shows that the company takes part in around EMEA, and to promote the maintenance capabilities with some of their existing customers who are now out of contract. The target audience is glass manufacturers, display screen manufacturers and industrial engravers.

The Results

We have allowed three days each week for this client. Since we started in February, we have secured 31 delegates to attend the next trade show in Singapore, and 11 of those delegates will be taking part in a face to face 15-minute meeting at the event, which covers a three-day period.

In the UK, against a target of 10 appointments, we have secured 15 new business appointments with companies who are looking to upgrade their equipment, and we have secured 9 appointments to discuss maintenance agreements for legacy equipment.

We have also created a strong pipeline of potential customers which we will continue to nurture over the coming months.

The data that we have been using is partly the client's prospect list, and partly a list that we have sourced through one of our data partners.