

**The Client** – Precision Engineering Company

### **The Challenge ....**

Our client provides materials and constructed pieces for engineering projects that they have designed and built using CNC machinery (e.g. turret lathes and multi axis milling machines). After trialling other marketing strategies in the past, they realised that they needed a much more direct route to market due to the complexity of their target markets. They came to use at the start of 2018 to enquire into our B2B telemarketing services, in particular, our Appointment Setting services.

### **The Project ....**

The client wanted to expand on their existing sales pipelines and focus on their three main target sectors: Aerospace, Defence, and General Engineering.

The aim of the pilot campaign was to engage with organisations within these key sectors, enquire into their current means of acquiring materials for their engineering projects, and if appropriate, schedule a face-to-face appointment for the client to discuss any active or upcoming projects that they have, and develop a partnership for the client to supply any necessary bespoke materials or widgets for those projects.

Due to the complexity of the target markets that the client wanted to focus on, and typical sales cycle length within the Aerospace & Defence sectors, an extended campaign length of 360 days over a 24-week period (almost six months) was determined to ensure the full establishment of the pipeline and that opportunities were nurtured fully.

The campaign was broken into three segments based on the target sectors: Aerospace, Defence, and General Engineering, with two telemarketing agents being assigned to each of the segments (six agents for the campaign in total).

## The Results ...

By the end of the campaign, our team had managed to secure a total of 73 fully-qualified appointments for the client: 12 appointments with Aerospace organisations, 14 appointments with Defence organisations, and 47 appointments with General Engineering companies.

The campaign proved to be a huge success for the client, who reported that 52 out of the 73 appointments were converted, giving a conversion rate of 71.2%, and almost a dozen others were still in the pipeline for conversion within the year.

Due to the success of the pilot, the client decided to go onto a three-month rolling contract, dialling back the activity to three days per week with three agents on the campaign. The focus for the follow-up campaign was to continue nurturing the substantial pipeline that was generated in the pilot activity and maintain a steady flow of new opportunities as well.