

**The Client** – A multi-office Accountancy Firm

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

Our client is in the process of expanding the firm and has, through acquisition, gone from one location to three. The fourth location will deal predominantly with Corporate Tax and other business services. The new office has come about because their Corporate Tax specialists are currently scattered across the firm's three sites, and they want to amalgamate this service and create a site of excellence for businesses to address their tax affairs and other business pressures. In conjunction with the new office, the firm wants to expand the client base into the area in which the new office is located. They see telemarketing as a way to grow this aspect of their business.

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

Our Client is interested in engaging with large companies in London and the Home Counties.

They are looking at companies with 100 or more staff, and in situations where their current firm is failing in some way to meet the demands of the business as it grows.

As well as organising appointments we are also arranging for senior decision makers within the companies we will be approaching to attend a series of small hosted seminars and events throughout this year and the beginning of next.

### **The Results ....**

We have completed 32 days of a 50-day campaign and achieved 21 new business appointments. In addition, we have conducted one seminar attendance promotion. The seminar had a target of 25 attendees, and apart from two people who dropped out at the last minute, 24 people attended.