



**intelemarketing**

Business By Appointment



## Case Study – Educational Services

**Following a highly successful 10 day trial with an awarding winning educational software publisher, Intelmarketing are now generating 6 appointments a day for their sales team.**

### Intelmarketing

As a professional business to business telemarketing company, collaborating closely with businesses to provide an open and honest service, Intelmarketing consistently produce exceptional results. For 25 years Intelmarketing has been helping businesses from a multitude of sectors to grow and develop.

### The Client

A specialist educational software publisher, the client provides award winning creative tools for primary and secondary schools across the UK. Founded by a prestigious University and a leading IT company, the client prides itself on engaging children in creative learning through computer software.

The organisation's in-house telemarketing team were struggling to generate enough appointments to keep the sales team busy and some districts had yet to adopt their product range. The software publisher was keen to address both these issues via a telemarketing agency.

### Intelmarketing Solution

The client commissioned a 10 day trial, where Intelmarketing would generate appointments for 2 Area Managers. The objective was to build awareness with LEA's, who could then advise local schools to purchase the product. The Intelmarketing team immersed themselves in the clients company to fully understand their product range and the decision makers key drivers.

### Results

Intelmarketing's experienced team generated 33 appointments over the 10 day trial, far beyond expectations. We are now contacting schools directly, and consistently achieving 6 appointments a day, greatly exceeding the internal sales team.

The client has been so pleased with Intelmarketing's performance they have recommended us to 2 of their suppliers; we will be commencing their campaigns shortly.

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