



intelemarketing

Business By Appointment



Case Study: Football Clubs

Even in times of recession people are interested in impressing their favourite customers. We can demonstrate strategies that will help your club be front of mind and in position to do business in readiness for the new season.

"We undertook a major telemarketing campaign. We found Intellemarketing to be a **highly motivated** and **professional** team throughout the project, who delivered some very **tangible results** in a short period of time; this on the back of a very tough economic climate. I'm sure we will use them again and would not hesitate to **recommend them.**"

Commercial Director
Leading Football Club

Leading Football Club

Primary Objective:

- To generate sales in hospitality and
- advertising packages.

Strategy

Intellemarketing set out a contact strategy that included internal sales training specific to the campaign, including:

- Role play
- Questioning technique to qualify prospects and to build rapport.

Our training included psychological triggers, identifying buying signals and in depth conversation techniques how to cover off all aspects of the client's offering so as not to allow opportunities to be closed off by the prospect.

The proposition was adjusted according to the size of business and what would be most appropriate for the type of decision maker we were prospecting.

We also put together some interesting facts about the club to be used to engage with decision makers that may have been flippant in their response so as to keep a favourable impression of the brand.

Results & Metrics

18,500 calls were made.

1150 decision makers were spoken to generating:

- 350 leads (177 short term and 180 pipeline opportunities for follow up later)
- 15.5% conversion from decision maker conversation to short term lead
- £37K of hospitality was sold including £9K revenue coming from upselling the same customers

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Commercial Director
Leading Football Club

Leading Premiership Football Club

In October 2009 we invigorated and ignited a database of 980 lapsed match day hospitality users, that had not been contacted for up to five years.

The objective was to generate hot leads for the business development team to follow up and to sell directly on selected league and European games in their least popular hospitality suites

Results:

- 25 hot leads passed over to the business development team yielding over £8,000 revenue
- 36 direct sales yielding over £24,000 of sales

Leading Championship Football Club

We spent two weeks generating 66 leads and show rounds of the hospitality boxes for our client's sales team to convert.

...Want to know more?

To discuss any of these campaigns in more detail, or to find out how we can help you reach your sales targets, call us for more information:

01635 582822

Or email:

sports@intelemarketing.co.uk

We look forward to hearing from you!

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