



intelemarketing

Business By Appointment



Case Study – Professional Services

Extensive experience of the Professional Services market enabled Intelemarketing to succeed in generating appointments, where other agencies had failed.

“Intelemarketing spent a long time with us, understanding what we do and understanding our existing customers, before embarking on a successful programme of contacting potential clients. This understanding helped them in attaining a great many meetings with companies that we had previously been unable to attract.”

Director
Business Advisors

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Intelemarketing

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

The Client

A top 10 Accountancy Firm, specialising in advising entrepreneurs, and owner-managed and private businesses. With over 1,900 staff operating through a network of over 40 offices, the client can offer local expertise with the support of a national Plc.

Having endured disappointing results from several telemarketing firms, who were unable to deliver the quality or quantity of appointments required. One office decided to embark on a rigorous selection process to find someone able to meet the brief and achieve their targets.

Intelemarketing Solution

Following a successful trial Intelemarketing was selected to support the large Accountancy Firm on an on-going basis. Using the Clients prioritised contact database, Intelemarketing are working to generate appointments for Partners.

Results

Intelemarketing are consistently generating 2 appointments a day; a fantastic result in this tough, hard-faced market. Key to success is our understanding of the Professional Services market, developed over many years in the industry. Our executives also made a concerted effort to understand the Clients products, which really facilitates the sales process.

Intelemarketing's solution will soon be rolled out to 3 other offices, to service the Accounting Firm's entire southern region.