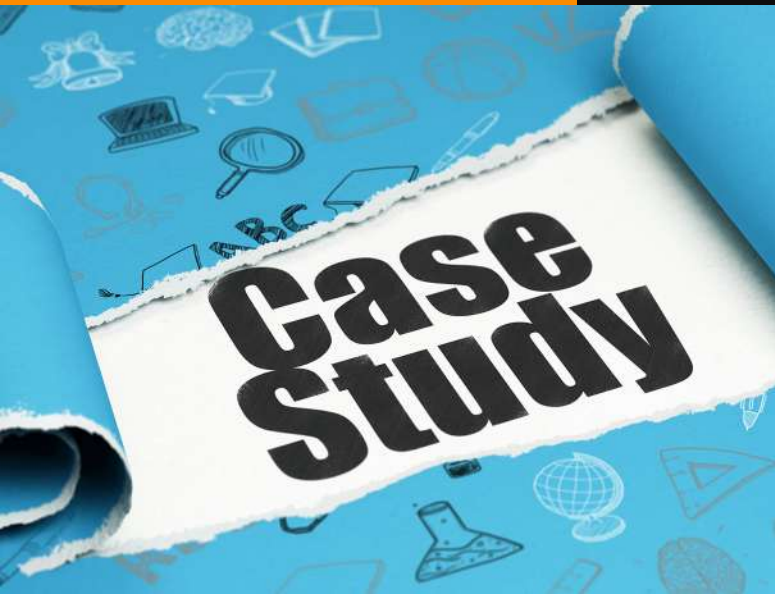


# LEAD GENERATION

## COMMERCIAL ESTATE AGENTS – DEVELOPMENT OF NEW VERTICAL MARKET



The client was a commercial estate agent and had entered a new vertical market around 12 months previously. Whilst some success had been achieved, they were finding it difficult to generate new leads and get word out that they were a player in this market. Our brief was to target specific geographic areas and types of business within this market to generate new leads via booked meetings.

**TIME FRAME:** Oct '16 – Ongoing

**TEAM SIZE:** 7-10

**ISSUES:** The team are comprised solely of those in professional services, who whilst they have vast experience in their field, do not have experience in sales or closing business necessarily and need help to get through the door.

## CAMPAIGN OBJECTIVES:

- 1. Identify contact details** and decision maker's details from a list of targets
- 2. Speak to decision** makers about the various services offered with the aim of setting an appointment for the client to visit
- 3. Follow up** with decision makers after meetings have taken place where necessary
- 4. Assist with face** to face decision maker conversations at the annual trade show at NEC in Birmingham
- 5. Advise and train** the team in aspects of selling the client's services and ensuring deals are closed.



## CAMPAIGN ACHIEVEMENTS:

**10%**

of ALL listed targets converted to meetings

**18.4%**

of contacted businesses converted to meetings

**33.89%**

of decision maker conversations converted to meetings



- ⇒ **One single deal** arising from a meeting made by Interim Selling Solutions accounted for 2.5 times the fees charged by us
- ⇒ **Interim Selling Solutions** responsible for generating 10% of the entire company's leads in 2016 based on 32 day's work
- ⇒ **Greater productivity** by the client's team who now concentrate on closing business at meetings and spend less time on the phone
- ⇒ **Introduction of a sales process** which can be carried into other projects