



Industry: Professional Services  
Campaign: Tele – Appointment Setting  
Customers: Business to Business  
Products: Training and Development

Our Client delivers a range of specialist behavioural, leadership and skills development programmes to the business sector.

### Challenge

The Client was looking to grow its successful and well established business but was struggling to produce a consistent flow of new business opportunities. They did not have dedicated skilled resource in-house and the senior personnel needed to focus their time on well qualified and commercially attractive propositions – the services being sold involved a lengthy and complex sales process and it was critical that contacts were established with the key decision maker. Whilst the services being sold were likely to appeal across all market sectors, future key successful growth areas were undefined.

### Solution

Telegen was selected for a pilot campaign demonstrating our comprehensive understanding of the business objectives and proven methodology and experience. A small team of select Tele-appointers was recruited and in view of the complex nature of the product it was essential that they were fully trained in all aspects. Our client provided significant input into an initial and ongoing training programme for all personnel involved in this project providing them with all the necessary skills, knowledge and confidence to meet the objectives of this demanding project. Visits to our Client's offices were also arranged to fully understand the culture as well as experiencing the training sessions we would be selling such as NLP. In order to access our Client's database and manage diaries in real time a VPN link was established.

### Result

Telegen's professional approach delivered a consistent flow of high quality, qualified appointments optimising the Directors time in developing the company. As well as identifying new business opportunities the process also delivered critical marketing intelligence that will be incorporated into future marketing strategy. Various approaches were recommended by Telegen and adopted into the sales process as the project evolved and Telegen's flexibility and innovative solutions ensured ongoing success well over and above initial expectations. Considerable new business has been achieved prompting our Client to comment:

*"As a company we market ourselves as being passionate, creative and different. It is a testament to the team at Telegen that they have perfectly reflected that with their own version of each of those traits over the last important period and have enabled us to look to the future with enthusiasm and positivity – thank you to you all"*



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