

## CASE STUDY

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## 1-MONTH PROGRAMME

### Challenge

Freedman International is a marketing implementation company. They had two important new business challenges: 1) to ensure the new business team was structured, disciplined and lived up to their strap line – 'efficient' and 2) to streamline the brand message to be easily understood at the early sales stage. With a senior new business team in place, pitch and marketing collateral had been developed to help educate the market, but lacking a prospecting discipline, this was not being exploited anywhere near effectively.

### Solution

We recruited an experienced new business prospector with proven skills in articulating complex business solutions. We then took her and the client through an intensive 1-month planning and training programme to address the issues. There were planning sessions to distil a simple but effective proposition for marketing and outbound prospecting, a 'eureka moment' on how prospects were being targeted, and we advised on and helped them install a new CRM system for the team to operate. Because they target large multi-sited corporations, it was essential each salesperson may create and own defined target lists, but also they have to function as a team.

In parallel, we provided an environment and tailored training to get the new recruit up to speed and take full advantage of the existing marketing collateral. This resulted in fresh momentum, featuring dialogue with high-level businesses, perfect for Freedman. Charged with speaking with 40 decision-makers per week and sending out at least 30 tailored communications, the planning, infrastructure, recruitment and training package we implemented over this one-month period, delivered well above target. Given a large market, long sales-cycle, and the scale of organizations approached, we had to carefully fine-tune the database targeting. We wanted the right balance between raising the bar to challenge the new person, and ensuring practical results were delivered.

### Outcome

It's been absolutely ideal for Freedman and the recruit. A new degree of hunger has been established for building the relationships needed with perfect match companies so that Freedman can attain its growth targets. The recruit has secured high-level meetings with these and developed a healthy pipeline of opportunities. Some months later, we were engaged again to source and train another new business manager. The new business team is growing, effective, and most importantly, 'efficient'.