

CASE STUDY: TARGETING CARE HOMES



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developments



Written by:

Debbie Forrest

Chartered Developments

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Chartered Developments is recognised as a market leader in medical telemarketing. The highly successful medical team, headed up by Debbie Forrest, can call on years of experience of industry calling.

Our knowledge is kept up to date by a programme of reading and sharing medical journals, as well as our attendance at major nationwide conferences.

For more information on how Chartered Developments could help you please call to speak to Debbie on 01392 247200:



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CLIENT PROFILE

A leading provider of health & hygiene products, who were recommended to our services.

TARGET CLIENTS

Care Homes with 30+ beds

CLIENT REQUIREMENTS

- To make appointments with the decision maker at the Care Home or HQ
- To discover the current suppliers and length of contract
- Identify the number of beds in each care home
- To ensure opt-ins to emails

THE PROGRAMME

- A database was supplied by the client
- We agreed to update the database with any additional information we discovered on each call, adding email addresses, new contact names etc
- The decision makers were called by our lead generation specialists, who discussed our clients proposition, established review procedures and made appointments where appropriate
- The appointments were attended by several members of the team

THE OUTCOME

Chartered Developments were targeted to make as many qualified appointments as possible in the 300 calling hours. It was anticipated that they would arrange 30-42 meetings.

The project went so well that we actually achieved 80+ qualified meetings.

The initial calling hours have now been extended indefinitely and include new sectors.



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If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



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