

"Great meetings with accountants and other prospects; Chartered Developments never waste our time. Their policy of only hiring sector experts really pays off, and their market knowledge is impressive. The account management is excellent and extremely professional. Importantly, we get a solid return – thank you."

Greg Mullarkey, Bennett Jones Insolvency

THE CHALLENGE

Develop future referrer relationships within a geographical radius of the firm – ensure ongoing insolvency appointments from local accountants.

Bennett Jones is a highly successful team of insolvency practitioners with over sixty years' experience in business restructuring and insolvency. A relatively small team, enjoying a good flow of work, the team understood that business development needed to be part of how they worked. The challenge was how to continue to serve their existing case load and managing relationships with current and potential referrers – and critically – to do so without moving away from the high standards synonymous with Bennett Jones Insolvency.

Aware of the outsourced business development options, Bennett Jones Insolvency sought a partner who shared their passion for professionalism and results; after careful consideration they chose Chartered Developments.

THE SOLUTION

The campaign focused on accountants with fewer than twenty employees within 10 miles of the Bennett Jones' offices. The aim is to build long term relationships as a source of ongoing referrals for their specialist business recovery service.

Calling commenced in February 2014; 14 hours a month with a target of 5 initial meetings for Bennett Jones to introduce their services and discuss the possibilities of referrals.

THE RESULT

Now in its tenth month with a total of 36 meetings, the campaign is going from strength to strength. Feedback from initial meetings has been very positive; Bennett Jones are now preparing for subsequent meetings having agreed a system of securing ongoing referrals.

Bennett Jones has been so impressed by Chartered Developments that they have extended the campaign to include accountants within broader geographical area.

If you would like to know more about how Chartered Developments could help your insolvency practice overcome the biggest decline in the market since 1984, maintain current and future relationships, and to secure ongoing fees referred to you – please contact Debbie Forrest, Head of Insolvency at debbie@chartdev.co.uk or 01392 247200.

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