

CASE STUDY: INSOLVENCY



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Written by:

Debbie Forrest

Chartered Developments

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

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



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THE CHALLENGE

A highly successful firm of insolvency practitioners spotted the downward trend in the insolvency market place, and identified the need to ensure that their brand remained strong and that they continued to attract referrals from a regional network of professional service firms. The firm took control of their future by choosing Chartered Developments as their business development partners.

THE SOLUTION

Through a highly consultative approach, Chartered Developments were able to recommend a structured campaign that included the provision of a data list of banks, accountants and lawyers in two specific regions, with telemarketing and email follow ups over a six month period.

- Create a profile of the target clients
- Purchase databases or 'lists of targets'
- Clean the data and build a prospect database
- Constantly develop resonant messages
- Start the calling campaign
- Start the email follow up campaign
- Nurture over time

THE RESULTS

30+ Appointments in 6 Months

With over 30 appointments made during the initial six month period, the firm extended the campaign for an additional six months yielding a further eight appointments - plus a tangible increase in brand recognition among the prospects.

After a full year of supporting the client, Chartered Developments were able to hand over a comprehensive base of referrers making a significant positive impact to the firm's overall performance.

WHY CHARTERED DEVELOPMENTS?

Chartered Developments are recognised as the business development via lead generation authority among the professional services within the UK. With a reputation of being highly consultative, Chartered Developments deliver high quality and timely qualified leads.

The majority of lead generation activities take place on the phone and are followed up by email, focussed on building relationships and booking appointments on behalf of clients.

Chartered Developments also support their clients' business development objectives by;

- Managing the firms' social media networking (for example, LinkedIn)
- Nurturing relationships
- Providing sales training to help close business from the leads generated

With an enviable portfolio of clients ranging from accountants, law firms, insolvency practitioners, actuaries, pensions consultants, banks and global business consultancies, Chartered Developments are trusted by firms large and small to provide superior leads and professional, peer-to-peer introductions. By continuing to focus on core activities and only hiring experts, Chartered Developments are often seen as outsourced marketing and business development departments of firms; a position that the company feels honoured to hold.

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