

Exceptional Thinking gets a steady stream of appointments



Case Study



Ascarii is a SAP Business One provider based in Worcestershire. Having achieved the gold partner award from SAP, they are among the top performing providers in the country.

As well as Business One, they have also created the Cloud 4 Partners platform whereby other partners used Ascarii's systems for their own benefit and Ascarii Go, a package designed for newer businesses that are not yet ready for Business One.

However, like many technology businesses, lead generation was proving to be a problem. More traditional lead generation approaches were not only proving expensive but the return on investment wasn't high.

Ascarii were looking for a different appointment setting technique and approached Exceptional Thinking for advice.

We suggested using LinkedIn to find good targets, message them to follow up and then use telemarketing to book the appointment.

'Although we'd used lead generation companies before with some success, we were looking for something a little bit different. Exceptional Thinking's approach really appealed to us and we could see immediately how LinkedIn would work for our business. Not only have we seen leads come through from this method, but we've also been very impressed by the communication we've received; we've not had to ask or chase for anything. We would highly recommend Exceptional Thinking if you're looking for lead generation and appointment setting.'

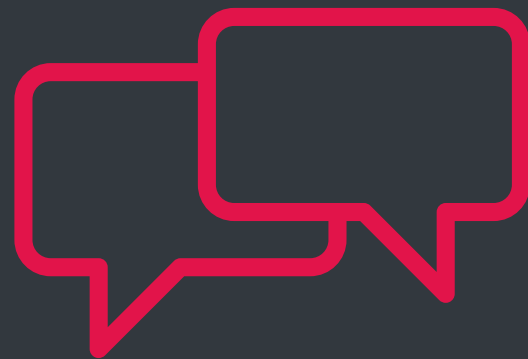
Stuart Wilson, Ascarii

Due to the success of the campaign, Ascarii have also asked us to manage two other lead generation campaigns and also look to redesign their three websites.

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Case Study

OUTSOURCED IT SUPPORT IN BRISTOL AND THE UK

Excellence in Support

- Improve the way your staff use IT in your business
- Change to enterprise levels of IT support efficiency
- Reduce IT support issues
- Create fast resolution protocols for every IT fix category

Northstar was started by John Williams and his wife Donata in 1999 and since then they have been providing IT support and services to companies in Bristol and the South West as well as throughout the UK.

Their main speciality is building IT infrastructure and Network Configuration and utilising Cloud computing to enhance their client's businesses. Their clients range from companies that have chosen to completely outsource their IT through to businesses that need third line support alongside an in-house team.

As an established company, Northstar knew the importance of marketing and had tried to do this in-house over the years and especially after they rebranded their company two years ago. They had attempted everything from cold calling to email marketing and social media

One of the key successes being that Northstar were able to be part of a tender for a large retailer in Bristol which is worth £140k in the first year alone.

and had even taken on a marketing intern. Although it did help a little, as John admits, it wasn't being particularly effective and he was concerned that the effort wasn't providing the return on investment.

As he felt that they were very much doing things by piecemeal, John wanted a marketing company that would give him a multi layered approach to promote his business as well as generating leads, leaving him free to get on with running his business. We came up with a marketing strategy that included LinkedIn, email marketing, social media marketing and telemarketing.

'Out of all the marketing companies I've worked with, ET are the only ones who actually get results'

John Williams, Managing Director, Northstar Ltd

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Exceptional Thinking generates new qualified leads monthly



Case Study



Executive Edge Coaching are a coaching, mentoring and training company based in Newent, Gloucestershire. They specialise in working with senior leadership teams to help them become more productive, deal with the challenges of growth and work better together.

Executive Edge Coaching approached Exceptional Thinking as they were looking for a company to deliver professional, qualified leads for their business. They had worked with a similar organisation before but had not achieved the results they expected. Consequently, they were slightly apprehensive about whether we could help.

We devised a lead generation strategy that involved connecting with the right type of companies on LinkedIn, following up with specific messages designed to build a

‘I approached Exceptional Thinking as I needed a reliable, professional organisation to secure qualified meetings and appointments for my business. I’m very pleased to report that they deliver. In the first few months of working with them, I’ve already received several leads and I’m in the process of following these up. I’ve also been impressed with the team, who always do what they say they will and have already done much more than I was expecting, such as putting together case studies for us – a job we just hadn’t managed to get around to before. I would highly recommend Exceptional Thinking to others looking for lead generation.’

Bev Couzans, Executive Edge Coaching

relationship with these contacts, then calling them to invite them to have a conversation with Executive Edge.

This approach has proved very successful and Executive Edge has already had a number of appointments that they are talking to about their services. In addition, we have also built case studies and are working with Executive Edge to transform their website.

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Exceptional Thinking we don't like to name drop but...



Win That Contract Case Study



Win That Contract helps construction companies to win bids and tenders through both training and consultancy services. Typically, organisations can expect to win one out of every six bids; however, Win That Contract's experience and expertise means they win two out of every three bids applied for.

Win That Contract approached Exceptional Thinking to help them secure qualified appointments with those looking to win a new bid or who were struggling with an existing bid or tender.

Exceptional Thinking connected with targeted contacts on LinkedIn, followed up with relevant messages and then phoned these contacts to secure appointments. Our target was to book two to three qualified meetings per month, which we have consistently achieved.

"I'm really pleased with the appointments that have been booked. Some of these have already turned into paying clients, so I'm getting that return on investment as well."

We are also working with Win That Contract to develop a monthly blog and an email marketing campaign, along with lead generation.

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Brunsdon Insurance Case Study



Brunsdon Insurance is a specialist commercial insurance broker based in Cheltenham. As well as the usual insurance products you would expect, Brunsdon are currently offering a healthcare insurance product for businesses at an affordable price.

Brunsdon approached Exceptional Thinking for help specifically around this healthcare insurance product. The campaign was two-fold; to contact their existing customers and let them know about the new product and then to contact colder connections using our successful LinkedIn approach.

For current customers, Brunsdon sent out a tailored email to them to let them know about the healthcare insurance. Exceptional Thinking then followed up these contacts by phone to ensure they'd seen the email and then, if they were interested, book them straight into an appointment in the relevant advisor's diary.

"The quality of the appointments has been excellent," said Trevor Hough, Technical Development Manager at Brunsdon. "We've been very impressed and would highly recommend Exceptional Thinking."

Once this initial campaign is complete, Brunsdon plan to work with Exceptional Thinking to contact cold contacts using our tried and tested step-by-step LinkedIn process.

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Case Study



Sarah Illingworth is a partner at St James's Place Wealth Management offering independent financial advice to her clients based mostly in the Milton Keynes area.

Sarah has been providing financial advice for over 30 years and has been with St James's Place for over 18 years. In addition to estate planning she also specialises in tax efficient retirement planning, investing, business and family protection, inheritance tax planning and long term care planning.

In order to give her clients the best possible service, she wanted to ensure all of them were seen at least once a year. However, being self-employed meant that it was up to her get in touch with her large client list. Although she tried hard she battled constantly with having the time to do everything. In short, she couldn't book the appointments as well as going out to

Since the start of the campaign we have consistently gained three to four appointments a week.

see her clients and deal with the subsequent work that was required.

Sarah approached us to help her get in contact with her client list and arrange meetings with them.

We created a special client data list which allowed us to plan her workload for her. We were given access to her system which allows us to directly book meetings onto her calendar. The work involved appointment booking, administration of the data list and sending out confirmation emails. Since working with Exceptional Thinking over four years ago, Sarah's business has grown and she is able to spend the time she needs on each client.

'What I really like about Exceptional Thinking is that they have access to directly link into my diary, allowing flexibility.' She added: 'I can leave them to it and I know that they'll get the job done.'

Sarah Illingworth, Partner, St James' Place

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Beaver Floor Care Case Study



Beaver Floor Care are a specialist floor cleaning, restoration, maintenance and repair company working with a variety of blue chip companies across the UK. Beaver have vast knowledge of protective sealants and preventative floor treatments of multiple floor services, including carpet, luxury vinyl tiles, woven vinyl, sheet vinyl, rubber, linoleum, marble, granite and wood.

Beaver Floor Care approached Exceptional Thinking to build a lead generation and marketing campaign in an area of the company they were looking to build, namely concrete polishing and finishing. Beaver wanted us to specifically target larger industrial units and ideally household names.

Within a short space of time, Exceptional Thinking has generated a number of leads, including meetings with DHL and have a number of hot prospects in the pipeline.

As well as meetings to discuss concrete polishing and finishing, we have also generated enquiries with a number of other companies that are looking for more of Beaver Floor Care's traditional work.

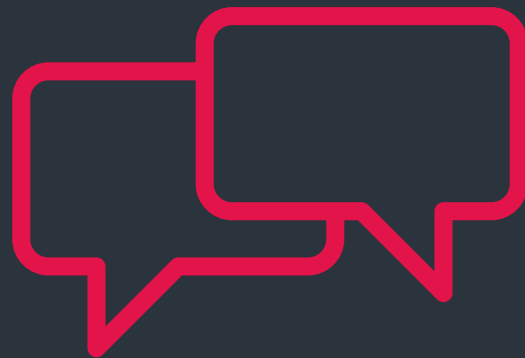
“We are really excited to see a number of leads generated with some larger organisations that really meet our requirements. It is also interesting that some leads have materialised for other flooring needs which we were not expecting, but are very impressed with.”

Beaver Floor Care are off to a great start as a result of working with Exceptional Thinking and we are looking forward to generating more leads for them in future months.

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Exceptional Thinking

precision accuracy,
just like there machine...



Heller Machine Tools Ltd



HELLER

Exceptional Thinking partnered with Heller Machine Tools in 2017. As a global manufacturer of state-of-the-art machine tools and entire production systems for metal-cutting processes, their lead generation strategy required a unique approach.

After analysing the way that Heller were generating leads and the people they were keen to target, we set about devising a strategy that would get our Heller in front of the right people quickly.

We connected to the senior operations individuals within large original equipment manufacturers. From there, we looked at the connections of those people and created a core database of contacts who were likely to use CNCs. From there, we make enquiries about their plans for growth, spend and expansion to deduce where working with Heller would benefit them. We were careful to remove any connection that we were certain wasn't going to be relevant to Heller.

Steve Malone, of Heller Machine Tools says: "Exceptional Thinking have done exactly what they promised, leaving us to continue to deliver the high quality of service that we have for many years".

As the campaign was targeted so specifically, we ensured that we reached as many relevant people in the quickest amount of time possible. We are happy to report that we have consistently generated up to four qualified leads for Heller, month on month within our first six months of working with them.



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Polka. Case Study



Polka. is a graphic design agency based in Bristol. They specialise in detailed technical brochures, exhibitions and translation services and have provided their main client, Rotork, with these functions for many years.

Polka. approached Exceptional Thinking as they wanted to gain more manufacturing clients within the south west area. They tasked us with generating two to three high quality appointments with the right targets that could give them consistent work.

Exceptional Thinking designed a marketing strategy and campaign that targeted all manufacturing companies within a 50 mile radius, then approached them using a combination of LinkedIn, messaging and telemarketing.

“I’ve been to some really interesting meetings that Exceptional Thinking have created for me. We’ve sent out proposals, so I’m pleased with the work that’s been done so far”

To date, Exceptional Thinking have developed qualified prospects with some of the biggest manufacturing names in the country, such as Renishaw. Exceptional Thinking are consistently hitting target and are working with Polka. to secure even more appointments on monthly basis.

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Rightio case study



Rightio provide home repairs and services for businesses and consumers around the country. They have an offering, similar to Home Serve, which provides plumbers, electricians and locksmiths at an affordable cost for consumers, known as Care Club. On the business side, they provide these services for landlords, property maintenance organisations and utilities companies.

Rightio approached Exceptional Thinking to increase their leads on the business side. Not only did they want us to target companies for them, they also wanted us to contact those organisations which had called them that they hadn't had the time to follow up with as yet.

Exceptional Thinking have devised a targeted campaign designed to increase the number of appointments within these areas. Within a short space of time, Rightio were seeing a steady number of qualified appointments being generated.

“Of the appointments generated so far, we have been really happy with the quality and they are exactly the right sort of prospects that we can help. A couple of the prospects have even been able to give us work straight away. We are really pleased with how Exceptional Thinking have been able to help us.”

It's going great guns already for Rightio and we're really pleased with the results. We look forward to generating more leads for them in the coming months.

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