

ADVANCED BUSINESS COACHING CASE STUDY

BEFORE STARTING

Advanced Business Coaching were referred to us by another client and like many of our clients, had experienced lead generation with other companies that hadn't worked as well as promised.

However, as James Baker, the Managing Director of Advanced Business Coaching, knew of us through one of his contacts, he was willing to have a conversation and find out more.

SOLUTION

James had a lot of experience working directly with manufacturing business, so those were our natural targets for him. We approached these companies on LinkedIn and our experienced telemarketers started booking meetings for James.

Within a short amount of time, not only were we achieving target for him, but he was also starting to turn these appointments into regular clients.

RESULTS

We are now booking James three qualified appointments each month consistently and James is successfully turning a number of them into clients.

As well as exploring new contacts on LinkedIn for Advanced Business Coaching, we are also working through his existing connections as many of these could also result in clients for him.



JAMES BAKER

Managing Director,
Advanced Business Coaching

"I just wanted to send you a short note to thank you for the excellent job you are doing on my campaign! I said to my wife, Sinead earlier today, that each call recording I listen to, I appreciate more and more how great you are at your job!"

Thanks again and please keep up the excellent work!"

SWG GROUP CASE STUDY

BEFORE STARTING

SWG Group came to us as they were doing all of their lead generation in-house and finding that they didn't have time to do this effectively.

They had a team contacting all of the contacts from a huge database but didn't have the resources to do this at scale and wanted to engage with a company that could do this effectively for them.

SOLUTION

SWG Group provide comprehensive property solutions for a wide range of clients throughout mid Wales, Shropshire, Cheshire and beyond and were looking to contact architects, schools for tender opportunities.

SWG also have a number of target companies that they wanted us to specifically reach out to and were very pleased that we have booked meetings with several of them.

RESULTS

We have achieved target for SWG Group every month consistently and SWG have reported back that they have had a number of really good appointments and several of these have turned into clients.

We are now creating a structured follow-up campaign specifically to target schools for SWG which all parties are excited about.



SHAUN HUMPHRIES

Construction Director,
SWG Group Ltd

"We have had some great leads from Exceptional Thinking, with several of these turning into clients. The team have really understood our business and continue to deliver a great service for us. We would highly recommend Exceptional Thinking."

VENNERS CASE STUDY

BEFORE STARTING

Scott Hulme, Managing Director at Venners Ltd connected with us on LinkedIn and said that the timing was really fortuitous. They were looking to get in front of key decision makers and said that previously, this was something they'd struggled with.

98% of the people in their business are Ops or office based and they felt they didn't have enough sales people. As such, they were looking at other avenues to do lead generation.

SOLUTION

Venners Ltd are nationwide stock takers, auditors and consultants and are very well known in the industry; in fact, whenever we speak to a potential client for Venners, they invariably know who Venners are, which opens up the door to conversations.

Scott really likes the fact that we send out a multitude of emails, LinkedIn messages and phone calls on their behalf to secure qualified appointments for them.

RESULTS

Venners Ltd provided us with targets that they wanted to reach and get appointments with and we have been able to secure many meetings for them, which have turned into clients.

One of the biggest successes for them in this regard was BrewDog, who they have now turned into a client and started to work with.



SCOTT HULME

Managing Director,
Venners Ltd

"Exceptional Thinking have managed to get us in front of key decision makers that we were unable to get in front of before, through a very targeted approach, including the Managing Director at BrewDog, who have turned into a client for us."

ASK EUROPE CASE STUDY

BEFORE STARTING

ASK Europe provide leadership and management consultancy as well as coaching and training programmes. They work with companies with at least 250 employees and were looking for a lead generation company that could provide them with qualified appointments at this level.

Like many of our clients, they had tried lead generation with a number of other companies, which proved unsuccessful. However, they wanted to see if we could help them with their needs.

SOLUTION

We built a solution for ASK Europe using our unique five step process involving searching for the right targets on LinkedIn and then calling them to see if they were interested in meeting with ASK Europe.

We have also approached a number of companies that ASK Europe wanted us to specifically target and obtain meetings with them.

RESULTS

ASK Europe has turned a number of the meetings we have booked into clients and has constantly praised the quality of the appointments we have booked.

ASK Europe started with us on three appointments a month and have rapidly increased this so that we now book eight appointments a month for them.



ALEX SPEED

Managing Director,
ASK Europe

"I have to say the quality of the appointments booked by Exceptional Thinking are first rate. Every meeting we have is well qualified, with the prospect having a genuine need for what we do. I would not hesitate to recommend Exceptional Thinking to any company looking for lead generation."

CLICK2 LEARN CASE STUDY

BEFORE STARTING

click2 learn has created a set of high quality eLearning programmes, specifically designed to help organisations improve performance by upskilling people. We actually spoke to click2 learn a year or so before they made the decision to work with us.

Like many of our clients, they had been burnt in the past and were looking for a way to get consistent appointments with prospective clients in the diary.

SOLUTION

We immediately got to work on building a database of contacts using our unique LinkedIn process and our team of telemarketers started calling them. We got appointments for click2 learn almost immediately.

In fact, this campaign is going so well, that we get one appointment for every 28 calls made and we are already well ahead of the targets we set with click2 learn.

RESULTS

In the short time that we have been working with click2 learn, they have already secured their first client, who not only has engaged with them but is also looking at a huge project in the imminent future.

We are now talking with click2 learn about increasing their spend with us and targeting other areas of their business.



DAN BRISCOE

Managing Director,
click2 learn

"Exceptional Thinking have really hit the ground running for us and secured us a number of appointments with some great contacts, one of which has already turned into a client and is looking to do a huge project with us in the near future. I have been very impressed with the quality of their callers and would not hesitate to recommend them."

BILL SQUIRES BUSINESS COACHING

BEFORE STARTING

Bill Squires Business Coaching is an ActionCOACH working in Yorkshire and was referred to us because we have worked with a number of ActionCOACH's across the country.

Bill had a good pipeline and was consistently getting clients; however, he wanted to grow the business and was keen to speak to us to see how we could help.

SOLUTION

We have a tried and trusted approach to working with coaches and appointments soon started coming through for Bill and his team.

Wendy, one of our telemarketers is an expert in booking appointments for coaches, having worked in this sector for many years. She immediately got to grips with Bill's campaign and started booking appointments.

we quickly built the pipeline and because this was going well, we were also able to train some of our newer telemarketers on Bill's campaign, also to great success.

RESULTS

Bill and his team have already started to turn the appointments into clients and recently sent Wendy a bottle of Champagne as one of her appointments had come to fruition.



BILL SQUIRES

Managing Director,
Bill Squires Business Coaching

"When we started working together we talked about sending the telesales team a thank you for booking calls that become clients. We are delighted that a new client will be joining us in September so we would like to thank Wendy for booking the initial intro call. Would she like a bottle of Champagne or something else?"