Case 4: Focused Sales Campaign within Large Fast Growing National

Direct contact with a small sample group suggests a disconnection between supplier and customers. Project set up to manage contact from outside the company and then migrate this process back into the business.

This work began with a very simple request. Could I speak to a couple of hundred local managers from key contract customers to establish their view of the client as a supplier.

Initially this took the form of an online survey filled in by the caller (me) and covering the basics of the relationship. Conducted over the course of a few days I spoke to over 200 customers and prepared a short report, based on survey question answers, for review by the client’s MD and one senior manager.

The analysis provided some interesting reading for the senior team, especially given the recent history of the company for which I was working.

 The client business, driven by the appointment a few years ago of a hugely experienced and effective Managing Director, had recovered from a somewhat perilous position to a high growth performance over a number of years. With a significant 8 figure turnover and year on year increases in market share, anyone involved could be more than pleased with the success achieved.

Within the customer group I surveyed though, the customers’ view was completely polarised. Where a relationship existed the business was considered to be utterly superb. However, in a surprising percentage of cases the target group could not really be regarded as customers at all!

In order to test the growth opportunity we ran a campaign across the client’s 26 UK branches setting up appointments with customer contacts for the client’s own branch managers. APBD administrated the process and I “sold” the appointments. Following these appointments we saw significant growth in our target group beyond that seen across the business. This confirmed the opportunity.

This exercise was then expanded and the whole customer population (1600 contacts nationwide) were included in contact schedules for either face to face or telephone contact. In the case of visits these schedules were created including an analysis of journey times etc. This allowed us to leave the client with a detailed and proven schedule of contact.

*The organisation and administration of this project was hugely enjoyable and great results were achieved. The target group represented around 20% of the business and as one might expect there were a lot of competing priorities within the organisation. We had to be flexible to work around these and focus on different areas at different times.*

*Some great relationships were built with local managers as the process progressed and I was delighted to attend regional meetings to sell the project to those who had the biggest responsibility for delivery. This could easily be considered a model example of the On Demand Principle upon which I have based my business.*

*If you think we could help* you *deliver growth in your business, please get in touch.*

*AP 2016*