

## Fast facts

### Client



### Sector

Commercial training

### Scale

Glendinning Direct organises up to 500 training programmes a year

### Campaign objective

Secure new business opportunities and contacts for Glendinning Direct to sell its training services

### Results

- 41 meetings arranged with target companies
- Formal proposals requested by 12 firms
- Database of nearly 1,500 new contacts
- Quick return on investment with 0.68 of an appointment being achieved every day of the campaign

**“Fizz has brought a fresh approach to our telemarketing activities and has achieved a higher percentage of leads than previous providers.”**

*Tony Philp,  
Business Development Director,  
Glendinning Direct*

## Telemarketing campaign opens new doors for Glendinning Direct

### The Client

Glendinning Direct is the training arm of Glendinning Management Consultants, which is part of the WPP Group. The company helps companies improve their skills development by providing a range of training programmes in core commercial competencies, such as customer marketing, category management and best practice selling.

### The Business Driver

These training programmes are primarily aimed at the retail and manufacturing sectors. Although Glendinning already provides services to many top brands, such as Coca Cola, ICI Paints, BP and Barclays, it is constantly looking for new business opportunities.

Tony Philp, Business Development Director for Glendinning Direct, comments: “We run up to 10 programmes a week, which encompass open sessions for key customer managers, sales managers, category managers, and commercial directors as well as bespoke modules for individual clients.”

Telemarketing has always played a key role in helping to find new delegates for these programmes. As Tony confirms: “In the UK, we use telemarketing to support ongoing business development activities and aid lead generation.”

### The Challenge

When Glendinning Direct began the search for a new telemarketing service provider in spring 2006, Tony was keen to find an agency that could understand both the complexity of the company’s services and its market.

“Telemarketing is one of our main channels for communicating with prospective blue-chip clients, so it is essential that we work with a professional and experienced team,” comments Tony. “Our telemarketing partner has to be able to act as a competent ambassador for both our company and its services.”

Glendinning Direct also needed to find a telemarketing agency that could cope with the scale of its ongoing business development activities, which would involve over 600 calls being made a month.

“We don’t have the skills or resources to carry out this level of activity in-house,” comments Tony. “Fizz demonstrated it took a progressive approach to telemarketing and could meet our specific needs.”

**“Fizz is helping us talk to more prospective clients about our training services, and plays a key supporting role in our ongoing business development activities.”**

*Tony Philp,  
Business Development Director,  
Glendinning Direct*

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### Campaign metrics

- Average of 82 calls made per day
- 726 target individuals contacted
- Total of 4,900 calls made over course of eight months
- 34 strong leads to follow-up in the coming months

### Interest areas

- Lead generation
- Telemarketing

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### About Fizz.biz

Fizz specialises in new business development services, which includes generation of sales leads and appointments in commerce, particularly within the IT industry. We enable clients to increase sales pipelines and the effectiveness of their marketing activity.

## The Campaign

The initial campaign involved 36 person days from May to September 2006 – this was then expanded to 60 days up until the end of December.

Since the start of campaign – which is continuing into the first quarter of 2007 – Fizz has made contact with nearly 5,000 individuals on behalf of Glendinning Direct. The profile and responsibilities of these individuals varies considerably, so it is essential that Fizz’s telemarketing team can communicate with HR professionals, commercial directors and business development managers alike.

To help track down the right individuals, Fizz used a range of contact information sourced by Glendinning Direct. As Amanda Fisackerly at Fizz explains: “As with many telemarketing campaigns, data was a major challenge at the outset. But we worked closely with Glendinning Direct to ensure we had a reliable dataset, which would deliver the necessary leads.”

## The Results

This strategy worked, and by the end of 2006 Fizz had arranged 41 meetings for Glendinning Direct. “Fizz secures appointments with the right decision-makers, which provides us with the opportunity to demonstrate our credentials and hopefully sell more training programmes,” comments Tony.

These appointments have led to around a dozen proposals being submitted by Glendinning Direct to potential new clients. “Fizz is the third telemarketing company we have worked with and it is delivering a higher percentage of new leads than previous providers,” adds Tony.

This high success rate means that every day spent by Fizz on the campaign equates to 0.68 of a meeting. Time well spent, as Tony confirms: “By outsourcing our telemarketing activities to Fizz, we can focus our internal resources on managing existing clients and mining new opportunities within this community.”

## The Fizz Factor

Despite the importance of delivering results – good customer service is also a vital component for any telemarketing campaign.

“Fizz works as part of our virtual team. Its consultants are helpful, professional and highly capable,” comments Tony. “We hold regular review meetings to ensure that we maximise our investment in the campaign and deliver value to the business.”

