

K·M·B

TELEMARKETING

Construction/Manufacturing Case Studies Example 1

Overview of Clients

Our clients within this sector range from companies who actively plan new construction projects, are involved in the physical construction of new planned builds (equipment handling companies) and include the manufacture and supply of materials and products for those projects.

Examples of Campaigns

Examples of the campaigns we have run include:

Generating appointments and leads with the architects/planners/specifiers of key property developers to discuss supplying their products and/or services

Booking and confirming places for specific Product Launch Awareness Events

Profiling a number of prospects on our client's database to understand more about their equipment handling needs and planned tender renewal dates thus enabling our client to adopt a more targeted approach to their sales approach

Results

Where requested, K.M.B have used various data lead systems (Barbour ABI, Glenigan) to generate appointments and leads guided by the project plans outlined on those systems. This has enabled the client to see results immediately.

Testimonial

"Our long standing relationship with KMB is down to their commitment to understanding our business requirements and working exceptionally hard to deliver results. KMB provide our sales force with good quality leads; essential for new business growth and play a key role in managing our database on a daily basis. With clear monthly reporting on telemarketing performance, KMB continues to be a key partner for Briggs lead generation programme."

Briggs Equipment UK Ltd

"KMB have brought much needed structure in helping us to filter out high quality leads so the right and relevant potential customers reach our sales force with minimum delay. Their system of weekly reporting makes for informative and transparent data as to how our relationship is working and aids easy evaluation of the service. We have found them to be flexible in accommodating our needs as well as fast, efficient and professional; a real business partner helping us to develop business and potential in new fields."

Villeroy & Boch

