

## Case Study – Commercial Property Development

### *The Client*

A single office firm with 18 partners, based in the southeast, on the periphery of the M25.

### *The Services*

The firm offers a full range of corporate & commercial services, with emphasis on their extensive experience of working with companies allied to the construction industry, particularly from a property development perspective.

### *The Brief*

The client's profile featured in a legal showcase of a dozen law firms within a "subscription only" business magazine article on commercial property development. Before sending to subscribers, the publisher provided the client with the circulation list for this issue, from which a key target selection of approximately 300 was made. This became the database for a telemarketing campaign, undertaken by Chartered Developments, which began shortly after the client issued their own bespoke letter of introduction to follow-up the magazine article.

### *The Target*

The common criteria linking the companies that made up the client's target list was:

Location: Kent, Sussex, Surrey, Hampshire, Berkshire, Dorset  
Turnover: £10m+  
Sector: Commercial property development  
Contacts: The subscriber, usually the Chairman, Managing Director, CEO or Commercial Director

### *The Campaign*

Telemarketing follow-up began seven days after the client issued their letters to the target list. The objectives of the calling campaign were to:

- i. Verify brand awareness with the named contact, both before and after the magazine, and subsequent letter were sent
- ii. Identification of the key contact with remit to engage legal services (if not the named recipient of the magazine and letter)
- iii. Establish open dialogue with the "decision maker" to gain information regarding existing advisors, performance review process, and frequency of need and usage
- iv. Promote the client's sector experience, introducing service components to the conversation as appropriate
- v. Arrange a qualified introductory meeting with the decision maker for the relevant fee earner

Using past experience of sector-based campaigns, Chartered Developments estimated that securing a minimum of 9 appointments over an initial trial of 3 months would be feasible. This required the client to contract to 60 hours of calling activity over the quarter.

### *The Result*

On conclusion of the trial campaign, a total of 11 appointments were secured, two of which resulted from initial contact with prospects, who agreed to book a meeting at a later date.

The client gained two instructions relating to contractual work, and a third prospect agreed to add the firm to their legal panel to provide commercial conveyancing services.

Assessing the trial as a success, the client extended the campaign by a further 3 months, allowing Chartered Developments to close off the remaining database, and securing an additional 9 meetings in the process.