



Corporate Finance – a professional alliance.

Clients

- The Lawyers

A firm of Solicitors with offices in London and a strong regional presence. They are specialists in Corporate Finance Law and Lead Advisory roles with over 30 Partners and more than 100 lawyers across three offices.

- The Accountants

A strong regional group of Chartered Accountants and Financial Advisors. They are experienced in providing Corporate Finance services with over 10 partners and 30 consultants across three offices.

- The Bank

A recognised National High Street Bank. The Corporate Finance Department for the region serves over 20 'corporate' branches.

The three companies deploy their telephone marketing simultaneously on a rotation of data for efficient coverage and the sharing of valuable information.

Campaign brief

To specifically target key decision makers (key shareholders) and arrange quality appointments for the visiting Partners/Directors. During calling the data is cleaned to provide all significant information accurately for future contact. Company details and financial information have already been purchased.

Client services

Potential MBI, MBO activity, exit or transfer of ownership within OMB/SMEs or holding companies. All transactional activity including mergers and acquisitions, disposals, raising finance, cash flow, re-financing and extraction of capital. Regional geographical catchment with qualifying turnover of £5 - £25 million.

The campaign

Before calling the data is populated with companies matching very specific target criteria such as size, whether holding company or subsidiary.

The data is divided into three with each section called in rotation, this means that the data is fresh and current for each company and is used to maximum effect.

Results

Strong start to the campaign over the initial 6 month period (Nov – Mar 08)

Valid appointments with good future potential interest for all 3 clients.

Additional 'warm' prospects established for mailing lists and literature leads.

Increased brand awareness of the specialist capabilities of all 3 parties.