

Corporate Recovery Referral Case Study

Client

Rescue & Recovery Partners of Top 20 accountancy firm.

Campaign brief

To develop a base of good referrals, for services surrounding the restructuring of corporate entities and rehabilitation of financially troubled businesses.

Client services

Advising in all aspects of business underperformance and financial distress.

Target data

Primarily accountants, some banks and solicitors.

Telemarketing process

We call firms located within the geographical catchment of the client or specific postcodes confirming contact details regarding ALL key decision-makers (partners). Collect email address, other decision-makers and areas of industry specialism, to enhance prospect database with every call.

We politely gain access to key decision-makers, and introduce the credentials of our client. Contact is deemed successful if the prospect accepts the offer of a meeting with our client. We explain that the intention of the first meeting is to establish a strategic relationship with them for the longer term.

We mine for specific information that may assist in partners approach at the meeting e.g. industry specialism's.

We maintain a follow up programme of emails and scheduled calls to prospective referrers. This maintains the opportunity management of all potential prospects in the longer term.

Results

An ongoing flow of meetings with new referral points.

Over time, a flow of new instructions from new referrers.

Structured method of maintaining long term contact with new referrers for leads.

Increased brand awareness of our client as a Recovery specialist.

Maximise value of partner marketing effort & minimise non-billable time

Enhanced data for future marketing efforts.