

Case Study – Employment

The Client

A forward-thinking, 60-partner law firm based in northern England, and ranked in the top tier across many disciplines by the Legal 500. The practice offers a full range of corporate, commercial & wealth management services.

The Services

Employment Law advisory and consultancy
Health & Safety advisory and consultancy
Bespoke in-house training of Human Resources staff

The Brief

The Client engaged Chartered Developments to undertake telephone marketing follow-up of an Employment Law seminar held for a number of the firm's key targets. Although the seminar was highly original in its' delivery, taking the form of a mock tribunal, the Client expressed concerns that they historically lacked the discipline required to effectively follow-up the opportunities yielded by their events. The objectives of the telemarketing campaign were, therefore, to:

- a. Identify the senior executive with the remit to engage professional services advisors, specifically for employment and related matters
- b. Initiate open dialogue with decision makers to discuss issues surrounding their historic and present use of employment services
- c. Secure an informal meeting for the Client with decision makers, principally on a relationship building footing where no current need existed, or where a specific need was divulged during the telephone conversation

The Target

Following consultation with Chartered Developments, the Client supplied a database of approximately 300 key targets, mostly located within the client's head office geographic area (so as to ensure brand awareness), and consisting of larger Owner Managed Businesses and PLCs across a wide range of industry sectors. A number of local government authorities were also targeted.

The Client issued multiple invitations to a pre-identified list of decision makers within each organisation, namely:

Human Resources Director	Finance Director	Head of Legal
Managing Director	Company Secretary	Chief Executive

Post-event analysis revealed that a number of attendees were not classified as "decision making" individuals, meaning that the key initial focus of the follow-up campaign was to ensure contact with the correct individual(s).

The Campaign

This was, initially, a two-month trial campaign for a firm that had never previously considered telephone marketing as a means of reaching decision makers. Consequently, the Client was open minded as to how Chartered Developments could deliver the campaign, and ensure its' success. Following our advice, the first month of calling to focused on that segment of the list classified as "attendees". Prospects termed as "no shows" were followed-up during month two. On completion of the trial period, the Client approved an additional month of calling in order to focus on the "colder" list of prospects that did not respond to the invitation.

Prior to the start of the campaign, the Client agreed to undertake sales training before the campaign began. Delivered by Chartered Developments, the course provided fee earners with the tools to effectively prepare for, and maximise, the selling opportunities presented by the appointments generated by the campaign.

The Result

20 fully qualified appointments were initially secured during the course of 100 calling hours over two consecutive months. Judging the initial trial a success, a further 25 hours of calling was approved in order to focus on the "colder" section of the database. During this extra time, an additional 10 meetings were booked.

The client received a number of instructions shortly after attending the meetings, one of which, a city council, subsequently became one of the firm's biggest spending employment clients. The council, which originally appeared on the "cold" segment of the database, remains an employment client to this day, a number of years after the initial appointment.

The campaign was deemed an unqualified success, and resulted in Chartered Developments being retained as the Client's preferred, sole supplier of telemarketing and sales training services.