

Generating new sales at Teleios Consulting

What needed doing

Teleios Consulting has been in existence for over eight years and had attached an enviable set of long term clients such as Compaq/HP, Customs & Excise and the Defence Procurement Agency. They are already making good money off this high quality customer base.

However Teleios Consulting had decided that it wanted to grow the company, and this meant attracting new clients. Teleios asked Three Steps Forward to apply their 'Product to Market' (PTM©) process to draw up a growth strategy and then help them develop the new marketing and sales effort.

Changes like this are hard work, especially for small companies. They have limited time and resources and building new markets takes both of these. Using Three Steps Forward's meant that Teleios Consulting could have help with the high level thinking, but also get help on the actual implementation of the plan.

The process we used

The problem for any company in this situation is they can find it hard to step back and view their company's offerings clearly. Three Steps Forward therefore started by extracting the core capabilities of the company and, in conjunction with the client, deciding the best offerings to use in the sales effort.

The reason for this first stage is that most knowledge-based companies have a large number of services they can offer (see insert). However successful sales campaigns need to be very focused, especially when dealing at the senior level.

In Teleios Consulting's case we decided with the client that tailored training was the most compelling offering. This provided the focused message for the initial telephone call, but once in front of a customer the firm's other offerings could be brought into the discussion.

From this Three Steps Forward proposed a sales campaign based on telemarketing as the target audience was well defined. Once this was agreed we drew up a list of 'required collateral' that would be needed to support the telemarketing campaign and a project plan for the work.

All Teleios' skills

Change Management, Coaching, Leadership Development, Management Consulting, Team development, Selling Skill training, Organisational Development, Capability testing, Workshops, Facilitating meetings, Strategic Reviews ... and much more.

We chose to focus on

Tailored training, especially around leadership and change.

"Three Steps Forward really helped us identify what we had to do to grow the company. They also developed some great marketing and sales material to help us win new sales.

But proof of the pudding is that it works. Our telemarketer is currently 230% ahead of sales target."

Chris Lever · Director · Teleios Consulting

The output from our work

The main work at the beginning was helping the client really dig into what they offered, who needed it, what sells in their market etc. This was crucial to the next stage, which was putting together the collateral.

The collateral (see insert below) required a clearly written sales proposition, quotes from customers and case studies to be written. This sounds fairly straightforward, but it wasn't. For instance even though they have very satisfied customers, getting customer quotes agreed was time consuming and sometime frustrating.

Collateral Produced

1. Brochure:
 - a. Compelling message.
 - b. Mini-case studies (3).
 - c. Customer quotes (3).
 - d. Brochure graphics.
2. Case Studies (2), inc. graphic.
3. Web Site:
www.teleiosconsulting.com
 - a. Text for web site.
 - b. Web site design & graphics.
4. Course cover.

In parallel with the written material a graphic artist was commissioned to produce various designs that were in line with the already established Teleios Consulting logo. The designer created a number of initial designs for the client to choose from, some of which were mocked up as digital proofs for the client to

agree on. Even with all these steps the brochure was produced in just four weeks, ready for the telemarketing campaign.

We used digital printing to produce the brochure as it allows small runs at a reasonable price. Case studies were produced in PDF format for easy emailing or for printing to hand to clients. The web site also supported the campaign as an online brochure for the company.

The benefits to the client

The success has been remarkable. From the first twelve days of telemarketing a total of 22 sales appointments were made. The telemarketer did remark that the company's strong client base coupled with the professionally produced collateral significantly helped the sales process. Even so some adjustments in the telemarketing message was required to ensure the maximum return from the efforts.

The story does not stop there. The company is still working through the many appointments. This is hard work and we have had the privilege of supporting them in this process. They are delighted with the whole process and have continued the telemarketing, which has led to even more sales opportunities. The challenge is now to convert these to sales, but that is another story.

For other useful information on Technology Marketing see our 8-page **Selling Technology** booklet available on our web site.

Can we help you too?

If you have a similar need to this client then maybe we can help you too. Our web site has more details on our range of services for early stage technology companies. Please do contact us for a no obligation meeting to discuss your specific needs.