

TangerineDream Consultancy builds a sales pipeline for leading IT Consultancy

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Allie Jeacock, Marketing Manager

The Company

Zeda is a leading UK IT consultancy, focussed on providing customers with competitive advantage through software testing services, CRM and business intelligence consulting. Having been adding value to their clients' IT systems since the mid 1970's, Zeda now focuses on providing clients with a maximum return on IT investments. In this time Zeda has built up a formidable body of expertise in applications management and development.

The Challenge:

In today's fast paced corporate environment every company must embrace change and utilise new technologies to meet its and its customers' needs. As a leading IT consultant Zeda recognised that this opened up new opportunities for their services.

Zeda identified 3 new markets to extend its service offering into; Software Testing, CRM Consultancy and Knowledge Management. To meet its business needs an aggressive sales & marketing plan was created to gain market share through new business generation & account management.

Zeda's Marketing Manager explains; ‘We identified that in any competitive market, such as IT consultancy, buyers would only engage with a limited number of service providers in any one project. As access to our competitors is readily available via the internet it was essential that we used a pro-active mechanism in entering the new markets. Relying on reactive leads from account management, direct marketing and our web site was not going to be enough to achieve our goals.’

‘Our Sales Director quickly identified that Zeda's internal telemarketing resources were insufficient to meet our new targets. In order to boast results whilst minimising fixed costs, he looked to retain a telemarketing company that understood the needs of Zeda's customers and could deliver our message into the new markets effectively. TangerineDream Consultancy's telemarketing process and experience matched our needs.’

The Campaign

‘At the start of the campaign our current resources were already delivering appointments across the new markets; however a more systematic process was needed to maximise the penetration. As such, Zeda needed to ensure that the demand generation efforts met the strategic direction and goals of the campaign. TangerineDream Consultancy reviewed the database and worked with us to create 3 datasets each focussing on one of the new markets.’

Campaign Overview

Target Companies Verticals –
Finance, Retail, Automotive, Manufacturing

Turnover - £50 million +

Target Contacts -
Managing Directors, Finance Director, Operations Director & IT Director

Goals-
Create a sales pipeline for 3 new markets. Software Testing, CRM & Business Intelligence Consulting

Results –
Created in excess of 200 appointments in first year. Met all strategic goals set by Zeda.

The prospecting stage of the campaign was very important to Zeda. Each market was based around work carried out with Zeda's existing client base. As such we had a strong profile of the companies that we knew had a need for our services and that we wanted to do business with. TangerineDream Consultancy was able to take our 'ideal company profile' and create a dataset of companies and contacts that matched.

The second phase of the project looked at developing the message to be delivered to the target audience. By using their 'Knowledge Transfer' process TangerineDream Consultancy were able to quickly learn our key messages, the state of the market, our competitors offering and where Zeda added value into each of the new markets. As soon as TangerineDream Consultancy started calling the results flooded in'

Our previous experience with agencies had left a sour taste as we found it very difficult to get any information out of them about our campaign. Using the TangerineDream Consultancy reporting tool made them very easy to manage. They provided us with the information we needed to understand how the campaign was progressing and kept regular contact with the sales team and management to reinforce the message as required.

The Results

It is always difficult to market a service based offering. Our clients can't poke, prod or test our services until they we have started working with them. By using TangerineDream Consultancy's demand generation process we were able to begin building our credentials, reputation and image directly to the decision makers. It allowed us to drive the market rather than ride it.

TangerineDream Consultancy helped us achieve the goals set out in the sales plan. Over the first year of the campaign TangerineDream Consultancy created 205 appointments with our target audience. This was an increase of 423% over previous year's results from just using internal resource.

[Contact TangerineDream Consultancy](#)

For further information on TangerineDream Consultancy and how we can work together to deliver a campaign please contact:

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