

TangerineDream Consultancy – Telemarketing to increase the value of your sales pipeline.

Who Are We?

TangerineDream Consultancy is a leading sales and marketing consultancy dedicated to developing your sales pipeline. Solely focused on generating qualified sales appointments in the business-to-business sector, TangerineDream Consultancy has a reputation for rapidly developing sales pipelines and effectively positioning our clients' sales team to close business.

Who do we work for?

Our clients typically are:

- Wishing to rapidly bolster their sales pipeline by meeting new prospect companies.
- Targeting prospects within automotive / aerospace, banking / financial, retail, or utilities.
- Specialists in providing a software base product, marketing, supply chain, ERP, CRM, business intelligence or management consulting.
- Launching a new product to market and require fast and reliable market penetration that will provide the best return on investment.
- Wishing to launch their existing products / services into new markets & geographies but wish to minimise their risk in the early stages.
- Looking at significantly increasing market penetration and to engage with a large proportion of their market in the shortest possible time frame.
- Looking to arrange sales meeting with directors of prospect companies with a turnover in excess of £50m.
- Wanting to develop a pro-active sales pipeline strategy, identifying prospects before the competition.
- Wanting to guarantee a strategy that will meet their aggressive sales and growth targets.

We offer the following advantages

- Rapid sales pipeline development

TangerineDream Consultancy has a proven methodology for rapidly generating sales appointments to meet your aggressive sales targets for winning new business. We do this by working closely with your sales and marketing departments and understanding your market, products and your competitors. We work on developing your message and then delivering it to the correct prospects in order that once your sales team has engaged with the prospect you can drive additional value into your sales pipeline. Throughout the campaign our processes are transparent and you are able to measure your campaign penetration and maturity through Salesforce.com in real time. This leaves us fully accountable for delivering results.

- Consultancy

TangerineDream Consultancy has a demand generation consultancy practice in addition to our out-sourced telemarketing services. We bring these skills to every campaign we run. Your campaign is implemented using best practice techniques developed by experts, who have decades of experience in sales and marketing. Each campaign is broken down into four iterative stages: Campaign Preparation, Knowledge Transfer, Implementation and Delivery / Report Management which creates a continuous improvement loop ensuring the results are sustainable.

- Knowledge & Expertise

Through a unique knowledge transfer and training process we are able to effectively learn your key message and then deploy it in your marketplace. The key driver to gaining appointments with senior level contacts is knowledge. For a senior manager or director to commit to a meeting our operators need to be experts in your field and demonstrate how you can add value to the prospects organisation. Our processes enable us to capture the product, market and competitor knowledge and then communicate these to the target prospects on their level and assure them that a meeting will add value to them personally and their company.

- Reporting

TangerineDream Consultancy advocates that reporting is about information and not meaningless statistics. Through Salesforce.com we have developed a series of core reports available to you in real time. This provides the information you need to report our progress to your board of directors. These include the *Campaign Maturity Report* which defines the depth and level of success of the marketing activity within the campaign. The *Demand Pipeline Report* which allows you to see which prospects TangerineDream Consultancy is currently engaged with to arrange a meeting and when you can expect these appointments to fall. TangerineDream Consultancy advocates that the client should own the reporting process and in addition to Salesforce.com being fully customisable, we are keen to tailor reports that will meet your specific needs.

- Easy Management

TangerineDream Consultancy has a proven and well developed campaign management process that drives our success. Your campaign will have a dedicated project manager and experienced telemarketing consultant to interact with you in order to provide you with transparency and control of the processes and results. Through weekly conference calls we are able to provide feed back based upon our experience and work with you to constantly improve your marketing campaign.

- Global Presence

TangerineDream Consultancy has a proven track record not only in the UK but also in providing qualified sales appointments for our clients in Mainland Europe, United States and Canada. We are able to adapt your message so as to meet the cultural difference in how senior executives do business throughout the world.

[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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