

# **THE BUSINESS GENERATION GROUP**

**B2B INTELLIGENCE LED TELEMARKETING**

**PRE-PACKAGED PROGRAMMES**

**2014**





The Business Generation Group are B2B Intelligence led Telemarketing specialists. Heavily experienced in senior decision maker appointment setting, lead generation and full sales cycle nurturing. Due to our level of expertise we are Motorola Solutions preferred supplier of telemarketing services and have amassed a vast knowledge-base in all industries. This knowledge allows us to understand and engage with your prospective clients at their level giving you a clear advantage.

Further to this our expertise can be used in a consultancy based role to support organisations and enable accurate risk assessment before investing heavily in a new sales campaign. Whether you wish to run a small pilot or have an extensive campaign implemented and managed we have the knowledge and ability to do so successfully.

## THE DETAIL

### LEAD GENERATION

The provision of well qualified, high quality leads, appointments and opportunities are a core TBGGroup competency. With our expertise we use time proven processes to maximise each campaign and build strong management and C-level relationships for your brand. In turn we create a robust pipeline of leads to increase your field staff productivity and company revenue from new business.

### APPOINTMENT SETTING

The corner stone to any business development campaign is fully qualified and arranged meetings with potential clients for you and your field sales team. We identify your chosen key decision makers through fluid conversations uncover any opportunities by understanding their needs, pain points, any budgets or timescales in place and match them to your solution and/ or service. Depending on your target group will usually dictate what if any complimentary processes need to be in place to maximise the efforts of each campaign.

### MARKETING CONSULTANCY

Due to the extent and depth of our knowledge within existing and emerging sectors we can work with you from the very outset to help decide what verticals are best to target, how to approach the key decision makers, how to work together to maximise campaigns and how to achieve the best ROI without spending months on expensive trials and errors.

### EVENT MARKETING

The holding and planning of a seminar or similar event can be a costly but key part of your marketing strategy. To justify this expense and ensure a positive ROI we can help you get the best return through targeted telemarketing before and after the event. Of prime importance is attracting the right delegates to show up so engaging with them beforehand can help ensure that they attend. We can assist you by planning and co-ordinating this aspect of your event.

### EVENT FOLLOW-UP

The most important information from the event is the contact list of those delegates who visited you. It is imperative that these contacts are followed up quickly whilst you and your offerings are still at the forefront of their minds. We can not only gain intelligence of their opinions on your offering but also turn these potential prospects into high priority leads for your sales team. data.

### BUSINESS INTELLIGENCE

TBGGroup have gained an enviable reputation for the amount of intelligence gained from any conversation with a key decision maker. Under normal circumstances Business Intelligence is considered an added luxury however, in order to fully maximise every opportunity we focus on more than just gaining the lead or appointment and really understand the bigger picture of what they are trying to achieve. It is this that information that sets up your Field Sales team and puts you in the strongest possible light.

### CREATING NEW CONTACT DATA

We can either create a new contact database for you by purchasing a basic contact lists from commercial suppliers and validating that the contact information is correct and enhance it with specific additional information that you require. Or, with a list of your target companies we can create a bespoke list of key decision makers and influencers and all desired Business Intelligence.

### DATABASE QUALIFICATION

Every marketing campaign is based around your contact data, even the most perfectly planned campaign will result in failure and possibly loss in revenue and credibility when the wrong contacts are mailed or telephoned.

### MAINTAINING EXISTING CONTACT DATA

TBGGroup can enhance the value of your existing customer and prospect data by ensuring that it contains accurate and up-to-date information. For example, we can check that the following details are still correct, and populate incomplete or absent fields. Contact names - Phone numbers - Job Title - Email addresses - Addresses - Number of employees - Company Turnover.

### GETTING PEOPLE TO YOUR STAND

For large events where you are only one of a number of exhibitors, it is of paramount importance to ensure delegates visit your stand rather than your competitors. Calling the delegate list to raise awareness and announce incentives is an effective way to advertise your stand.

### MARKET RESEARCH

Conducting telephone based research on your existing customer base or conducting telephone surveys aimed at new prospects to help you identify buying trends or with up-to-date data an e-mail campaign to collect survey



## **LEAD GENERATION CONTINUED**

Many organisations are increasingly experiencing resource and time constraints whilst still needing to farm new business on a regular basis. Outsourcing your lead detection campaigns to a dedicated telemarketing company is an essential solution. We can help ensure your campaign ROI is maximised by using all available routes to engage with the key decision makers and influencers within your chosen vertical. In order to have intelligent, fluid conversations at Management and C-level we do not use scripts or auto-diallers and have developed key processes to achieve the objective of the call whilst extracting potentially critical business intelligence.

The partners we work with are dedicated to service and solution excellence and accept nothing short of complete, thorough and successfully executed campaigns that bring an impressive ROI and a high level of end to end service. We have found in order to drive serious revenue through new business it is crucial that lead generation and appointment setting are proactively managed and part of an ongoing campaign to nurture prospects through the buying cycle increasing impact and response.

## **APPOINTMENT SETTING**

TBGGroup obtain qualified appointments with the correct decision maker in your chosen vertical by engaging at their level, discussing their needs and your offering. Those who only show an interest are considered opportunities not leads so you will not be given unqualified or unrealistic expectations. We use intelligent, natural conversations coupled with our experience in a vast number of industries to gain appointments. We speak with authority and expertise about your offering which helps us gain the appointment and you the sale. Appointment setting should be considered as part of an ongoing nurturing campaign to increase the success rate whilst continually filling your prospect pipeline.

For complex and high level products/ services where there will be several decision makers involved, the depth of research and understanding of their strategies increases. We pride ourselves on the ability to build rapport with all C-level and senior decision makers to gain an insight into their needs and confirm genuine appointments.

## **BESPOKE DATA CREATION & COMPANY PROFILING**

The key decision makers within the organisation's you are looking to engage with are forever changing and few data providers have access to a dedicated or quality list. Using your current data we can expand and cleanse as we move through the list or, using a list of targeted companies we can create bespoke data for you. We can determine company structure (parent/subsidiary), turnover, number of employees, key decision maker names and emails along with standard information such as physical address, phone numbers etc.

To go a step further, company profiling would include several attempts to contact the key decision makers across multiple departments to fact find and conduct solution selling (for example to ascertain whether there are any current/future requirements for your products and services, budgets in place, and more generally to determine the current issues that your solution may be able to address. A job in this amount of depth may mean that we build thorough profiles on 4/5 companies a day. This particular job is better done over a longer period of time which increases the chance of contacting the decision maker and therefore of developing a well-qualified opportunity.

## **MARKETING CONSULTANCY**

When organisations venture into new markets, especially niche markets, to be successful it is vital that the work prior to executing large campaigns is thoroughly completed in order to minimise risk and avoid wasting valuable time and resources. We can assist by assessing your offering & objectives whilst using our experience in a vast array of sectors to recommend which course of action to take then monitor and manage the campaign(s).

In any industry the success of one product or service will not necessarily guarantee the success of another so we support organisations at a level they require to maximise ROI. We can obtain the information needed to enable accurate risk assessment before investing heavily in a new sales campaign so whether you wish to run a small pilot first or have a more extensive information gathering requirement, TBGGroup has over a decade of experience in investigating and researching new markets.



## SELECTION OF OUR CLIENTS

MOTOROLA SOLUTIONS  
BT  
IBM  
IE MARKET RESEARCH  
MNETICS  
ZETES  
TALECOM  
COGNITO  
GULDMANN

SEASON CARS  
AGRIL  
CAPITA  
ESEYE  
NAME LABEL COMPANY  
SKILL WEB  
BROAD VISION  
DIRECT TELECOMS  
FIELD RECRUITMENT

## WHAT NEXT?

### PHONE

01793 847000

### VISIT

<http://www.thebusinessgenerationgroup.co.uk>

### EMAIL

[enquiries@tbgroup.co.uk](mailto:enquiries@tbgroup.co.uk)

### CONTACT DETAILS

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### COST

- Database Qualification: £225.00 per day; £1,125 per week
- Market Research: £250.00 per day; £1,250 per week
- Event Marketing: £250.00 per day; £1,250 per week
- Lead Detection: £250.00 per day; £1,250 per week
- Marketing Consultancy: £40.00 per hour; £280.00 per day
- Appointment Setting: £275.00 per day; £1,375 per week
- Complex Appointment Setting £350.00 per day; £1,750 per week

Please note that the prices above are indicative. Quotes can be made available on a briefing document to give the best price - depending on the criteria of the job. All prices excluding VAT.