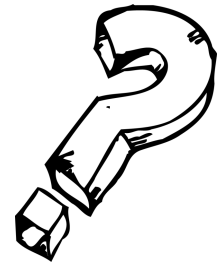


Issue

Brentwood Communications is a leading radio communications company offering a nationwide service for all commercial sectors. Such a broad customer base meant that developing a coherent, targeted and consistent new business development strategy was a challenge.



Idea

Because of Tempest Cosgrave's range of B2B experience they were recommended to Brentwood to provide insight into targeting diverse market sectors. One of the major benefits of 'Intelligent Telemarketing' is that a core message can be flexed to suit the target audience.



Result

The initial activity proved invaluable and now, after running for 3 years, the activity has evolved into true partnership between Brentwood's business development team and Tempest Cosgrave. Core data provides the foundation for the rolling program of activity though this is regularly augmented by Brentwood providing guidance and steering for developing new sales opportunities. 'Year on year' ROI ratio is 1:10.



Reference

"I've never had doubts about the value of telemarketing but employing directly or outsourcing has always proved problematic. Tempest Cosgrave give us the best of both worlds – it feels like they are an integral part of the business but with very little maintenance required."
James Miller – MD Brentwood Communications

