

Issue

Mantis Cranes Ltd manufacture, supply and hire self erecting cranes to the UK. The economic downturn meant the steady inbound flow of business dried up. The need for a proactive and cost effective lead generation service was paramount.



Idea

Tempest Cosgrave's broad database of contacts within the construction industry and networking abilities offer Mantis a quick access to the market. In addition, Tempest Cosgrave's experience meant that live and relevant projects could be prioritised. This would result in numerous project specific meetings set on live construction sites.



Result

The meetings proved successful as they were with the relevant people across the UK. Mantis Cranes won several contracts whilst at the same time increasing exposure to their market sector through new business networking and extensive pipelined data.



Reference

"After the first pilot it was clear Tempest Cosgrave could feed in a regular supply of opportunities, which given the current climate is essential" UK Business Development Manager - Mantis

