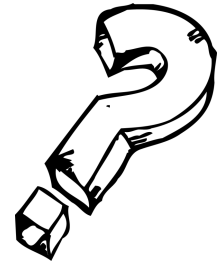


Issue

Pudlo are the world's first manufacturer and distributor of waterproof concrete solutions. An aggressive expansion plan developed by the board created a need for more business opportunities - quickly. Recruiting, training and managing the relevant resources would take precious time and the decision to outsource to Tempest Cosgrave was taken.



Idea

The competitive nature of the market place meant that Pudlo were eager to meet with potential clients across the sector to generate awareness of their products, and develop new business relationships. Architects, through to ground workers and sub-contractors would be targeted for CPD Seminars, and specific on-site meetings. Relevant projects to be identified and tracked on a frequent basis so that time frames for future meetings could be established.



Result

Tempest Cosgrave secured many project specific appointments and CPD Seminars for Pudlo. Several of these meetings developed into genuine opportunities where Pudlo were able to secure the work. New projects were consistently fed into the database so that Tempest Cosgrave managed to sustain the flow of appointments and pipeline future opportunities.



Reference

"The first new business secured more than paid for the whole year's worth of telemarketing. We strongly recommend anyone thinking of outsourcing to consider Tempest Cosgrave" – Head of Marketing – Pudlo.

