



# NDO Consultants

Sales : Marketing : Commercial : Technical  
Training : Planning : Review : Recruitment

[www.ndoconsultants.com](http://www.ndoconsultants.com)

## Business Development Services

With over 60 years of industry experience NDO Consultants Ltd provides its clients with a team capable of delivering a wide variety of business development services based upon proven methods and genuine knowledge.

Our services include:

- Database research
- Database cleansing
- Database management
- Telesales/Telemarketing
- Appointment setting
- Lead generation
- Mailshot services
- Seminar or Event telemarketing
- Email marketing
- Market Research
- New Product Launch
- Professional Services marketing

### **Case Study 1:** *Coventry based software and professional services company*

*Remit:*

- To research potential customers for professional services project work. UK based companies in Automotive, Aerospace, Defence or Industrial market sectors.
- Contacts to be developed from existing database where no communication had been made for over 12 months or to be researched from new companies not appearing on the existing database.
- Full database update required as part of the process with client mapping where possible.
- Appointments to be made for relevant regional account manager.

*Work completed by NDO Consultants Ltd:*

- New target list developed from top 100 companies in the indicated markets.
- 3 days per week for 4 months Telesales, contact management, updating of Siebel database, appointment setting.
- Managed posting or emailing of company and services literature whenever requested by client.
- Successfully sourced an average of 7 new part qualified leads per week and sent literature for future follow up to over 30 contacts per week.
- Ongoing interface with Sales & Marketing Manager and all field based Account Managers.
- Weekly reports of progress.

### **Case study 2 :** *UK sales office for USA Parent company, Test products*

*Remit :*

- Design, print and collate mailshot to 3000 companies from NDO Consultants Ltd database.
- 6 days Telesales follow up.
- Forward all enquiries for literature or sales calls to UK office.

*Work completed by NDO Consultants Ltd:*

- Mailshot designed and developed with input from UK client office, included, faxback form and product/company overview.
- Mail list generated from NDO database (only 1% failed delivery).
- Telesales follow up work completed over 3 week period, working only midweek to avoid Monday and Friday meetings.

### **Case study 3 : UK manufacturer of instrumentation solutions and professional services**

#### **Remit :**

- Cleanse 3 databases and update new database systems with results.
- Identify all new contacts and map client structure
- Identify opportunities within contacted companies for product sales.
- Mail or email any literature requested by clients
- 3 days per week for 3 months.



#### **Work completed by NDO Consultants Ltd:**

- All databases completed with at least 2 passes through all contacts.
- Over 200 leads created
- Managed all literature requests and highlighted shortcomings in literature content which led to new literature development by client.
- New database updated with all client information and new contact names.

### **Case study 4 : UK consultancy for health and safety and environmental services**

#### **Remit :**

- Provide consultancy services on creation of market identity
- Develop 12 month marketing strategy
- Create target database of 500 companies
- Initial Telesales services to introduce company and develop leads for company follow up.

#### **Work completed by NDO Consultants Ltd:**

- Marketing strategy document completed
- Company and services identity formulated to integrate to marketing strategy
- Future work secured to update planning on a rolling basis and to provide Press Communications services.
- Training of client sales team.
- Database of 548 companies created
- Telesales services provided to offer company introduction and follow up handed over to client sales team.
- Project spread over 6 month period.

#### **Summary**

*The success of the Business Development services from NDO Consultants is due to several key features:*

- *Our highly experienced and quick to learn telesales/marketing team.*
- *Our indepth knowledge of marketing, sales and purchase processes in UK and European business.*
- *Our flexibility and willingness to treat every client as an individual and ensure the services provided are those that are required and will fulfill the clients needs.*
- *Our experience in moving companies from reactive to proactive business development.*
- *Our skills in project management and client integration*

*We welcome the opportunity to discuss how we may be of service to your company and look forward to putting forward a proposal to assist in the development of your business*

*Please contact us at [info@ndoconsultants.com](mailto:info@ndoconsultants.com) or telephone 01933 358943*