

Appointment Setting – helping Sennheiser win business in a new target sector.

Success Story – Call Centres



Client **Sennheiser**

*Background
Confero Solution
Results*

Call Centre Services:

- Inbound
- Outbound
- Speech Recognition
- SMS Marketing
- Fulfilment

Background

Sennheiser is one of the world's leading manufacturers of headsets, headphones and microphones.

Capitalising on this background, Sennheiser Communications was launched to compete with market leading companies Plantronics and GN Netcom, to manufacture headphone solutions for commercial enterprises such as call centres.

To support the Sennheiser sales team and to expand the headway into the call centre market place, Confero's B2B appointment setting team was deployed to generate meetings with their target customers.

Confero Solution

First, a carefully planned mailing campaign was orchestrated, with staggered mailers being sent to support Confero's calling programme. Then, the UK was broken up into targeted areas, to ensure the sales team could travel quickly between meetings.

Next, Confero trained and engaged its appointment setting team, downloaded the Sennheiser diaries, and commenced the calling programme. The unique selling points for the headset systems were conveyed to key decision makers, and using the incentive of trial periods, appointments were booked with some of Britain's top blue chip companies.

Results

Thousands of headsets were sold to companies all over the UK and appointments included British Gas, Ticketmaster, First Plus, Harrods, Selfridges, Luton Council and Invesco Perpetual.

Sennheiser's team were able to concentrate on presenting to their target companies, and closing deals, whilst Confero's team concentrated on sifting through the database of leads to provide two to three qualified appointments per sales representative per day.

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*Confero is the fastest growing UK outsourced call centre (Source: Marketing, Haymarket).
The company ethos is to acquire and retain customers for its clients in the most effective manner, using the right blend of inbound, outbound and technology solutions.*