

**Broadley Speaking**   
**Intelligent Sales™**

Would you like increased sales?

Would you like more clients?

Would you like more opportunities?

Would you like more publicity?

Of course you do.

The question you need  
to ask is...HOW?



# The best way to sell and market to your potential or current clients is to talk to them

Broadley Speaking is a premium service sales company with over 12 years of real sales experience. We are now one of the largest and fastest growing outbound telemarketing companies in the UK and we provide a flexible and bespoke service for all our clients. We specialise in delivering B2B sales, leads and appointments for our clients. We focus on;

- Filling the sales pipeline with new business opportunities
- Creating and building sales relationships
- Up-selling and cross-selling to existing customers
- Reigniting lapsed customers
- Delivering clear ROI

We can also support your sales, marketing and business development teams in a number of unexpected ways. Such as:

- ensuring attendance to sector briefings and events
- increasing client spend in competitive sales territories
- enhancing results from existing digital campaigns
- creating up-to-date relevant data
- producing in-depth feedback for your product/service

If you have a sales problem, it's highly likely we can help.

## So what makes us different?

We have a very pragmatic approach to sales and business development. We see our style of B2B telesales and telemarketing as very different to the traditional methods used in B2C campaigns. Traditionally, the 'B2C style' is akin to verbal direct mail with pre-prepared scripts, predictive diallers and a "talk at" approach.

We believe the insight and business acumen needed to hold unscripted calls with high level decision makers is something that most companies can't ensure in-house. We employ experienced sales professionals. They are skilled at gaining a thorough understanding of your business and using this knowledge to listen to your clients and give individual and relevant messages on each and every call.

We care about whether or not your campaign is successful and we understand the trust you are placing with us when we are talking to your clients.



Core to our philosophy is the notion of “sow, nurture, reap”. It sums up how we deal with our team, our clients and, with great effect, our clients’ potential clients on the telephone. This means that we concentrate on creating new business and relationships, while you can concentrate on running your business.

## The hidden benefits of telemarketing

Outbound telemarketing services still work better than just about any other method of generating highly-qualified leads. Hiring a sales team is an investment that needs a lot of careful consideration and we believe a full understanding of the benefits of telemarketing is an important and integral part of your decision to outsource all or part of your sales activity.

**The benefits of outsourcing telemarketing support include:**

### Improving sales at a lower cost

Setting up a sales team can take time and is a large investment. We can work with you to set up your sales pipeline and support you as you create your own team.

### Flexible variable cost

At times it may be necessary to ramp up sales activity to retain your competitive advantage or market share. Extending and developing your own in-house team internally can be limited by time and budget. Outsourcing your ad hoc sales activity allows you the flexibility to increase and decrease your sales effort without the usual fixed costs associated with this kind of change in your business on a permanent basis.

### Dealing with peak sales periods

For your existing sales team it can be difficult to shelve ongoing activity to deal with seasonal lifts in sales needs or changes in demand from launching new products and services. The time taken to hire new staff can also mean you lose the competitive edge before you have even attempted to increase sales activity. Outsourcing allows you the flexibility of high quality support when you need it.

### Creating opportunities for your sales team

Most sales people will find a reason not to cold call and it’s not surprising. It does take a certain degree of tenacity to wade through data and in some cases there are no quick wins.

The importance of this activity can also fade when faced with more pressing relationship management issues with larger clients. Outsourcing gets this necessary work done and unearths new clients and opportunities.



### Supporting your field sales team

Depending on your product or service your team may be more focused and trained to deal with face to face meetings. Outsourcing can generate qualified appointments or opportunities, enabling your team to deal with the client directly and work to close the deal. Outsourcing can also help to increase territorial sales yields which have remained static or shown decline.

### Testing of new products or services

For larger teams rolling out localised offers or testing new concepts on the market can be a managerial minefield. Outsourcing research or test campaigns means you can fine tune your proposal or pitch before rolling out expensive nationwide initiatives.



## And finally ... the benefit of hiring sales professionals to do the selling

We sell day in, day out. We regularly train our staff in up to the minute techniques. Being good at sales doesn't happen by accident. Your team may be giving your competitors an advantage unless they are fully trained and committed to selling.

### But isn't the future digital?

Increasingly, sales and marketing professionals are being sold the idea that online marketing, be it a blog, a ppc campaign or heavy investment in SEO, is the way ahead. Whilst the value of professional online marketing cannot be argued, it is important to look at the actual results that are generated from all online activity, especially for a business in a B2B sector.

For example, from your last email campaign you may know how many current or potential clients opened your email or visited your website? It is important to realise that this is the start of a business relationship. Can you tell what they thought of your products or services? Do you know when they review their budgets? Telemarketing can strengthen and support online and offline marketing activity, increasing the ROI by bringing the opportunity of a sale much closer.



**We would be delighted to discuss a specific campaign, talk you through case studies, or discuss how Broadley Speaking's intelligent sales approach has helped our clients' businesses develop and grow.**

**For more information please feel free to send an email or give us a call on 0800 988 725**

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