



Complex B2B Growth.
Intelligent Human Intervention.

Growth Stories. *Proven in Complex B2B Sales.*

3 Case Studies. Real Impact.

How we help organisations win more high-value business through intelligent outreach, market insight and exceptional execution.



People-Driven Engagement

Connecting with the right decision-makers.



Intelligence-Led Outreach

Insights that uncover opportunities earlier.



Results-Proven Outcomes

Delivering measurable pipeline and revenue.



Long-Term Partnerships

Aligned with your goals. Invested in your success.



Driving sustainable growth across
industrial, manufacturing and service sectors.



CASE STUDY
COLLECTION



CASE STUDY

01



Embedding Services into Workplace Design

How we helped a global workplace services provider embed integrated services into commercial developments by engaging early in the design process and influencing key stakeholders.

CHALLENGE

- Limited visibility of upcoming developments and design decision-makers.
- Existing relationships restricted access to new projects and accounts.
- Missed opportunities to influence design and service integration early enough.

APPROACH

- Engaged architects, developers and design teams during early project stages.
- Positioned the organisation as a strategic workplace partner, not just a service provider.
- Built multi-stakeholder relationships across design, build and operations.

IMPACT

- 200+** early-stage conversations across major developments
- £500m+** converted pipeline value over 5 years
- Embedded in project scope, increasing contract value and long-term retention

CASE STUDY

02



Early Specification of Sustainable Building Systems

How we helped a manufacturer of sustainable building systems secure early specification through targeted stakeholder engagement and influence across key projects.

CHALLENGE

- Products not specified early, limiting the ability to influence project outcomes.
- Limited access to key specifiers and decision-makers.
- No structured approach to engage across the project lifecycle.

APPROACH

- Engaged architects, consultants and healthcare design teams early in the process.
- Delivered insight-led content to shape specifications and building performance goals.
- Built long-term relationships across design, planning and commercial teams.

IMPACT

- ~60** qualified project appointments over a two-year period
- Partnerships secured with high-profile organisations across multiple sectors
- Increased inclusion in design-stage specifications across multiple developments

CASE STUDY

03



Global, Long-Cycle Project Sales (Resources & Mining)

How we helped a global provider of modular infrastructure and integrated services build a long-term pipeline and secure high-value projects across key global regions.

CHALLENGE

- Long sales cycles and extended engagement periods.
- Opportunities identified too late in the procurement process.
- Complex stakeholder environment across multiple phases and regions.

APPROACH

- Implemented a multi-phase pipeline strategy focused on early influence.
- Mapped and engaged stakeholders across the full project lifecycle.
- Built persistent, long-term relationships to maintain visibility and influence.

IMPACT

- 30** qualified project appointments across key mining regions
- £100m+** pipeline of opportunities in excess of £100M
- Stronger positioning in complex, multi-stakeholder environments driving long-term growth

WHAT OUR CLIENTS SAY

Client Voices.

Trusted by senior leaders. Proven in complex B2B sales.

We're proud to partner with ambitious organisations around the world, helping them win more, higher value business.

"Broadley Speaking became an extension of our own new business team."

Nick Ryan
CEO
DUX Solutions

"Their planning, process, data and engagement were faultless."

Phil Chapman
Director
Chapman Ventilation

"They quickly understood our business objectives and delivered results that actually convert into revenue."

Simon Kruger
Business Development Director
Medirest

"I have engaged Broadley Speaking's services not once, but twice across different businesses, and the ROI and results are unmatched."

Richard Acey
Sales Director
Nisbets & Foodbuy

"Broadley Speaking set the bar. I've never seen anyone as professional, insightful and driven."

Maraïke Beyer
Marketing Director
Focke & Co

"They have a way of cutting through the noise and getting to the right people."

Rebecca Malia
Head of Marketing
Trust Payments

"Their professionalism, attention to detail and commitment to delivering results stood out from day one."

Managing Director,
Global EV Provider

"Broadley Speaking are trusted by our leadership team to deliver consistent high-quality opportunities."

Carsten Fouquet
Sales Director
Focke & Co



Complex B2B growth.
Intelligent human intervention.



£2bn+
revenue generated
for our clients



10,000+
senior appointments
generated



500+
clients supported
across the globe



20-30%
of appointments
convert to revenue