

Case Study

from Xen Consultants Ltd.

Xen delivers threefold increase in sales appointments for Healthy Buildings International

When new business is essential to ensure sustained growth for this healthy buildings business, it is vitally important to ensure that sales staff spend their time effectively; ideally in front of prospective clients, rather than on the phone at their desk. Xen ensure this result by generating 2-3 new business appointments per day for Healthy Buildings International, which has also motivated the sales team to achieve their targets.

Customer Background

Healthy Buildings International is a global business spanning 45 countries providing consultancy services to thousands of building owners worldwide, ensuring legal environmental, health and safety needs are met in order to attract tenants and employees whilst keeping them safe.

Until the early 1980's, there were no companies specialising in treating indoor air quality problems. But when outbreaks of unexplained illnesses in buildings began to occur in greater frequency, it became clear that specialists were needed to deal with this burgeoning problem. In 1981, Healthy Buildings International (HBI) became one of the first such companies in the United States.



Healthy Buildings International developed the technology to diagnose and treat sick buildings through the use of high-tech instruments, analytical equipment, and laboratory analysis, and pioneered the "building systems approach" in the prevention of IAQ problems.

Their client base includes property owners, building managers, developers, architects, engineers and government entities. Building types include office, medical, educational, institutional and hospitality.

The Issue

Christine Martin, Area Sales Manager for HBI, had ambitious monthly sales targets to meet in order to continually grow this volume business. Christine knew that she needed to initially find new prospects and then ensure her team of four sales staff were in front of them as quickly as possible. In addition, each of them had to maintain existing client relationships with annual renewals and cross selling other services.

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Feeling that 'the best appointments are made yourself', Christine's dilemma was how to ensure efficient use of her home based team's time in generating those appointments and meeting with the client at the earliest opportunity. As HBI's services are quite diverse, she was concerned how an outsourced telemarketing company could convey this quickly to elicit whether these services were relevant and required by these prospects; all while continuing to look after an established client base.

Christine needed to find more time for her team to work more effectively and efficiently with maximum financial results.

Xen's Solution

Xen's relationship with HBI began via a recommendation to Christine in August 2009. Following an initial meeting, Xen grasped the background to the business, understood the time constraint problems suffered by the sales team and confirmed that the objectives that Xen had to deliver included:

- Raising awareness of HBI among prospects
- Clarifying HBI services available
- Conveying legal implications to building owners
- Generating warm leads
- Booking quality appointments for sales staff
- Updating database with new / changed contacts
- Identifying the main decision maker

HBI provided a list, which Xen steadily worked through, making 90 calls per day, and sending daily reports on their progress to Christine.

Following the initial successful trial period, HBI have agreed a 6 month contract going forwards for 4 days per month; one for each sales person.



Client Testimonial

"Initially, considering the diverse and in many cases bespoke service that HBI offers, there was a slight concern about outsourcing our telephone marketing for appointment setting, but 5 months down the line we are happy to say that we are still working with Xen Consultants Ltd. The quality of the appointments is of very high standard and I would say with the meetings we have attended arranged by Xen with blue chip companies, together with introductions throughout the public sector, we are more than happy with the results to date."

Christine Martin, Healthy Buildings International, Berkshire.

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