



# Lead and Appointment Generation

EST Marketing are a specialist business development agency providing sales and marketing resources for IT product and service providers. Established in 2002 we have become a leader in our field through diligence, respect for our clients and staff, continually adding to our knowledge of industry best practices, consistent delivery of results and forging long standing relationships with exceptional key vendors, distributors and resellers.

Your sales pipeline is your company's lifeline, having a dedicated resource identifying new prospects and attracting new clients can significantly improve your company's growth. At EST Marketing our mission is to identify new business opportunities and increase your sales. We take pride in having achieved a decade long proven track record of making this happen for our customers.

## **How is EST Marketing's work approach different to other lead and appointment generation agencies?**

Have you invested in a campaign and found that although hundreds of leads were handed over, very few or maybe none came to fruition as new business?

Our approach to each campaign is completely tailored for you. We understand there is no such thing as an 'out of the box' strategy that suits everyone. It's not just about the volume of leads created, the quality of the lead is what accelerates your sales cycle; and when your business flourishes, so does ours.

We've built our business and reputation in this field through the quality of work we consistently produce for our clients and our understanding of the market place.

## **Why is EST Marketing unique in this industry?**

Lead and appointment generation can be perceived as people with headsets, reading from a script, making as many phone calls as they can. Our perception is quite different and we believe that it's quality not quantity that counts and that making 200 calls a day does not equate to effective new business activity.

The EST Marketing team consists of highly trained and experienced personnel that deliver a first class service. Unlike traditional telemarketing models where you deal with a Project Manager, our customers deal directly with their team of business development agents. Working this way increases the level of visibility you have over campaign progress as well as empowering the calling team to add to their knowledge of the industry, thus allowing them to have more meaningful conversations. We take a consultative approach to each campaign, working with you every step of the way to ensure your goals are clearly understood and take the time to understand your business and how we should be representing you.

All campaigns are designed around your desired project outcomes. Short-term objectives such as well qualified leads and appointments will often be the primary focus; but we also build in secondary objectives such as data profiling and account mapping which present longer term value to the work we deliver for you.

This is not just a numbers game to us, providing outstanding value and quality of service is key.

## Lead Qualification:-

The term lead does not have a succinct universally agreed definition, so we champion SCOTSMAN; a proven, effective yet flexible framework for qualifying opportunities we deliver to you, ensuring that lead quality is never compromised.

### SITUATION

What is currently in use, what are they looking to achieve?

### COMPETITION

Which vendors and partners have been engaged and what stage are they at with these businesses?

### ORIGINALITY

What are their specific requirements and project must haves, does your offering fit?

### TIMESCALES

For planning, product selection and deployment

### SIZE

Quantifying the scale of the project

### MONEY

What does their procurement process look like?

### AUTHORITY

Who is involved in the decision making process? Who are the influencers and budget holders?

### NEED

What is the business justification driving the project to go ahead? What benefits will the solution bring to the business?

## Why partner with EST Marketing?

We know there are plenty of companies you can talk to. EST Marketing have a high customer retention rate and long history of success because we listen to our clients and work cohesively with them as an extension of their own sales and marketing departments, and not as an un integrated 3rd party supplier.

This combined with our wealth of experience across multiple technology areas and ability to create a bespoke campaign that delivers the results you deserve have established us as a principal partner in this field.

You can call in and speak to one of our Account Managers about your marketing objectives and find out more about our services by calling [01189 575 335](tel:01189575335)

“EST Marketing provided excellent lead generation for us. They were dealing with a saturated market but had superb knowledge of the security industry and were able to reach very senior decision makers.”

**Emilie Starmer**  
**Marketing Manager**  
**Integralis**

“We completed a lead generation campaign with EST Marketing and they over-exceeded my expectations. I was delighted with the results that were achieved. The product in particular was a difficult pitch and I was impressed that EST Marketing had the experience and professionalism to understand the technology and be able to produce excellent leads.”

**Laura Kavanagh**  
**Product Development Manager Virtualisation**  
**Data Solutions**