

Consulting Services Case History

The Problem:

Generating leads for a consulting service is among the most difficult challenges in sales. Unless you already have a widespread reputation as a problem-solver, most people simply reject the idea of using a consultant that they don't know – especially if they don't think they have a problem in the first place. And few executives like to admit that there's someone out there who's smarter than they are. So for a European-based aviation industry consultant, there were two challenges they faced in trying to penetrate the US market: no one knew who they were, and their potential prospects weren't eager to admit they needed help.

Problem Description:

Working from a base in Europe, traditional techniques like advertising, direct mail and asking for referrals simply fell on deaf ears. And despite having saved their clients millions of dollars in the past, the company couldn't gain any attention and interest with their key target market – senior executives in the Maintenance and Engineering divisions.

But without new engagements, their growth plans would fail.

JV/M's Solution:

JV/M has been prospecting successfully into the highest levels of the Fortune 500 for many years. We know how these people think, and what they respond to. Applying the lessons we learned, JV/M designed a combined research, direct mail and telemarketing program to identify needs and problems that not only justified the engagement, it gained the attention and interest of the key executives, and secured numerous high-level appointments to position the client as the solution.

Results

The program has been, and continues to be, a great success. Producing better than one *high-level* appointment per week. Significant new business has resulted, and the company has gained the firm the foothold in the US it sought.