



ABOUT US...

We help you open doors to key decision makers to grow and develop your business.

Coulson Associates Ltd are a global provider of outsourced business development solutions based in Windermere, Cumbria.

Our clients include local and regional sole traders, SME's and larger corporations with multi-sites across the globe.

We work on short, medium and long-term projects across different industry sectors.

We pride ourselves on delivering a quality consultative approach to build people relations and networks to grow and develop your new and existing client base.

Contact us:

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SALES TRAINING & ONGOING COACHING PROGRAMME

OVERVIEW

A business services client asked us for training support and ongoing development to improve the sales performance of their business development team for both telephone and face to face sales.

OBJECTIVE

Improve team performance to increase sales for both their UK and Export customers.

METHOD

Initially we visited the premises and spent some time getting to know their people and experience the culture across all areas of the business. This was followed by two group training sessions tailored to the organisation and team needs as well as individual coaching sessions to follow up.

RESULT

Coulson Associates are now engaged on a longer term plan to provide monthly individual coaching sessions to their sales team. We have also supported our client in recruiting additional sales employees to build the sales team as part of the company's future growth plans.

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TELEMARKETING CAMPAIGN

OVERVIEW

We were contacted by a London based Corporate Finance organisation who wanted to generate new business leads by introducing their industry sector partners and board members to researched and targeted cross sector organisations.

OBJECTIVE

To support in introducing new business leads and generating activity in growing their potential investors and client networks.

METHOD

Coulson Associates researched and compiled sector driven target lists through comprehensive desk and telephone research. This was followed by a telephone based approach to these organisations, with a view to booking introductory meetings.

RESULT

This was initially a short term project however the client extended this due to the success of the trial period which resulted in twelve new potential investors within the first three months. As a result we are now retained for longer term work providing ongoing telemarketing support to the client, working on a flexible arrangement equivalent to one day per week.

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DATABASE CLEANSING

OVERVIEW

Following a referral from a previous client, a manufacturing company asked us to cleanse a database of organisations to identify key decision makers responsible for buying from trade suppliers and gathering relevant contact details.

OBJECTIVE

To cleanse existing new business data providing an up to date valid database of warm leads for their internal business development team to approach.

METHOD

Coulson Associates prepared a business research campaign. By filtered geographical data we followed up with telephone calls to identify key decision makers and their contact details. Through our initial approaches we are able to introduce our client so that the company awareness has been established within their target businesses.

RESULT

The up to date and most relevant data was passed to the company's internal business development team to use as an ongoing source to win new business by working from warm target lists that were cleansed and qualified.

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LEAD GENERATION AND COMPETITOR INSIGHT

OVERVIEW

Coulson Associates have worked with several hotels both Regional and National to help generate new business leads to increase their corporate client base.

OBJECTIVE

To generate new corporate and conference leads, increase awareness of the hotel and learn about their key competitors.

METHOD

Using a combination of existing client data and new target data depending on the hotels target audience. Coulson Associates identify key decision makers responsible for corporate bookings and conferences through a combination of desk and telephone research. From this stage we then build relations within these companies and establish qualified leads which are then sent to the hotel. Some hotels have then offered a complimentary invitation to these pre-qualified decision makers within their target companies/sectors with who they are able to discuss future bookings and conferences.

RESULT

This model results in our hotel clients gaining prequalified contacts in their target sectors whilst also increasing awareness of the hotel as part of our qualitative approach to companies. This has resulted in Coulson Associates working with a range of hotels on either a retainer and/or commission model.

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