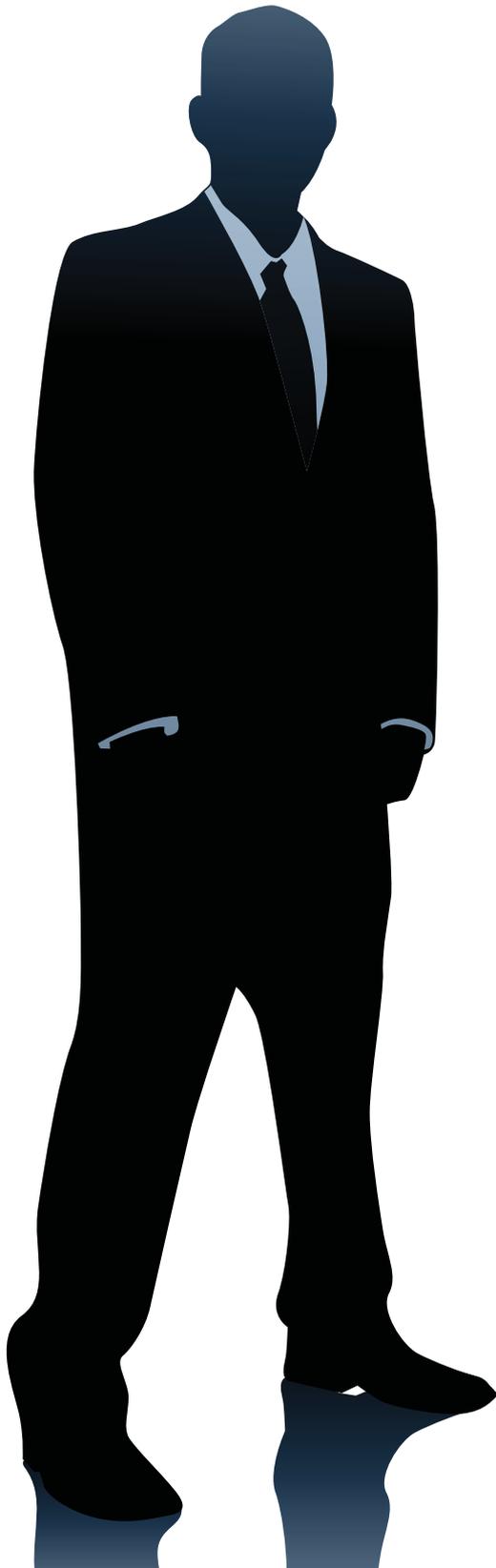


Accountants benefit from quality leads

Client: Morgan Hamilton Inghams

Industry: Chartered Accountants, Registered Auditors and Tax Specialists

Project: Appointment/Lead Generation



“The quality of leads we feed into our sales team is paramount to the continued success of our business. That’s why we called on the expert advice of Creative Comms.”

Paolo Amasanti (FCCA)
Business Services Director
Morgan Hamilton Inghams





Challenge

For any business, the quality of appointments generated for new sales leads is vital. Chartered Certified Accountants Morgan Hamilton Inghams is no exception and the partners were looking for ways of delivering the best leads to its external sales team. The firm's target audience are C-level management, including Financial Directors and CEOs of businesses with a £3 million plus turnover.

Solution

Creative Communications UK Limited ensured that the leads generated were targeted, current and accurate. This was achieved through extensive list research and the development of a source database of the target audience that met with Morgan Hamilton Inghams' lead qualification criteria.

Results

The client's external sales team received quality appointments that met with the qualification criteria. So pleased were the partners with the outcome, Creative Communications UK Limited has been appointed as an extended marketing arm, working closely with the company to exploit existing opportunities and open up new sectors for the firm.

- Quality appointments generated
- New market segments exploited
- Strong, ongoing, proactive partnership
- Management now able to concentrate on what they do best.



Want your business
to achieve a similar
success rate?

Call **Deborah Stewart** today
on **0845 2300 883** or email
dstewart@creativecomms.net

2 in 5
appointments led to a
sale

It is the policy of Creative Communications UK Limited not to disclose information that could provide competitors with information that would disadvantage our clients. As a result, all figures are presented in aggregate form, audiences and sectors are not disclosed, and company strategies and objectives are broadly mentioned. If you would like more detailed results call Deborah Stewart.