

The right connections for IT specialist

Client: Fast Tec Corporate Information Systems

Industry: IT Management and IT Support Services

Project: Appointment/Lead Generation



“The programme
Creative Comms
developed for us
has transformed our
approach to the sales
funnel. The results
have been impressive
to say the least.”

Jezz Brunt
Director
Fast Tec Corporate
Information Systems





Challenge

Celebrating 10 years of growth in a highly competitive sector, Fast Tec had reached a stage where the company was ready to raise the bar and move onto the next rung expand their high value customer base.

Over that decade the company had grown organically with little emphasis on targeted expansion. Management realised that it was time for the business to target businesses with a £1 million plus turnover.



Solution

Creative Communications UK Limited delivered a programme that enabled Fast Tec to target and win higher value contracts. The programme comprised thorough list research, the creation of a source database and implementation of an appointment capture system.

IT Directors and IT Managers were targeted as this group were most likely to be the primary decision makers.

Results

The company experienced an injection of new revenue as the programme helped the company tap into higher value customers. So successful was the programme that the company had to employ more sales staff to handle the extra sales appointments generated.

- New lead opportunities created
- Access to higher value prospects
- A marked increase in the number of appointments generated
- A more professional image projected.

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