

# Case Studies



**CLIENT GENERATION PROS**

by **D C P**  
DIGITAL CONSULTING PROS

# Industries

we worked with

Check some of our Featured Case Studies of  
How We did for Clients that Worked with Us

Financial Advisors



Business Consultants



Marketing & Advertising Agencies



HR (Employee Benefits)



Web and Software  
Development Companies



Fin-Tech Companies



# Deloitte.

## COMPANY:

Deloitte

## WEBSITE:

www.deloitte.com

## PRODUCT/SERVICES:

Audit, Consulting and Financial Advisory

## LOCATION:

Global

## EMPLOYEE COUNT:

300,000+ Employees

## INDUSTRY:

Accounting, Financial and Management Consulting

## SERVICE PLAN PURCHASED:

Done by you appointment booking



APPOINTMENTS BOOKED



Rated our service

## ABOUT THE COMPANY:

“Deloitte” is the brand under which tens of thousands of dedicated professionals in independent firms throughout the world collaborate to provide audit & assurance, consulting, risk and financial advisory, risk management, tax, and related services to select clients. These firms are members of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”). Each DTTL member firm provides services in particular geographic areas and is subject to the laws and professional regulations of the particular country or countries in which it operates.

## THEIR PAINPOINT:

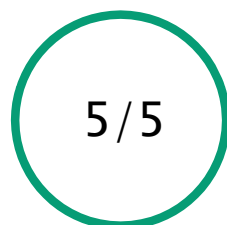
Business Development Reps at Deloitte wanted a more effective, consistent way to generate more high quality leads so their calendar could have more meetings booked in their diary set on auto-pilot.

## OUR SOLUTION:

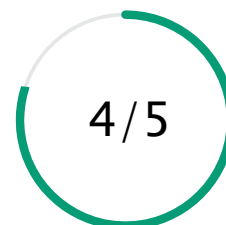
We provided our sales engagement software and support in training their BDRs to effectively use and maximize the results of using our platform independently to generate leads and booked appointments for their individual seats

## THE RESULTS:

We provided our sales engagement software and support in training their BDRs to effectively use and maximize the results of using our platform independently to generate leads and booked appointments for their individual seats



Likelihood to recommend



Customer Support



Quality of Service

# Case Study 02



## COMPANY:

AlternativeSoft

## WEBSITE:

www.alternativesoft.com

## PRODUCT/SERVICES:

Financial Investment Software

## LOCATION:

UK & US

## EMPLOYEE COUNT:

17 Employees

## INDUSTRY:

Investment/Financial/  
Computer Software

## SERVICE PLAN PURCHASED:

Done for you appointment booking



APPOINTMENTS BOOKED



Rated our service

## ABOUT THE COMPANY:

With over \$1.5tn in client AuM, AlternativeSoft's clients include some of the world's largest pension funds, sovereign wealth funds, endowments, fund of funds and wealth managers. These clients use AlternativeSoft's solutions to create a unique investment universe and perform complex quantitative analysis to identify top-performing managers and subsequently build, optimise and manage portfolios.

## THEIR PAINPOINT:

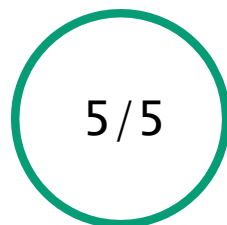
AlternativeSoft lacked enough demos for their sales team. AlternativeSoft wanted to find a way to generate a minimum of 6 qualified leads per week with Key Decision Makers of Large Investment Banks in the US, Asia and UK to supply their Sales Team with more Demos with interested prospects for their software.

## OUR SOLUTION:

We provided a fully managed service under the Done for you Startup Pro plan, segmenting into 9 campaigns targeting c-suite level decision makers in investment banks in the UK, US and Europe.

## THE RESULTS:

In 12 months we generated over 480 demo calls for their product which amounted to 40 demos for their product.



Likelihood to recommend



Customer Support



Quality of Service

# Case Study 03

**WrightCFO** Ltd  
The Right financial advice, from the Wright CFO

## COMPANY:

WrightCFO

## WEBSITE:

[www.wrightcfo.co.uk](http://www.wrightcfo.co.uk)

## PRODUCT/SERVICES:

Part time CFO Consultancy

## LOCATION:

London

## EMPLOYEE COUNT:

3 Employees

## INDUSTRY:

Financial / Management  
Consultant

## SERVICE PLAN PURCHASED:

Done for you appointment  
booking

IN  
450 DAYS

**590**

**APPOINTMENTS BOOKED**



Rated our service

## ABOUT THE COMPANY:

WrightCFO are more than a bookkeeper or your accountant. They look at your business as a whole and provide the financial insight to help you manage it better. Moreover, they work in partnership with you and your finance team to make your business more profitable. In turn this will help you achieve your long-term goals and keep - or regain - financial control.

## THEIR PAINPOINT:

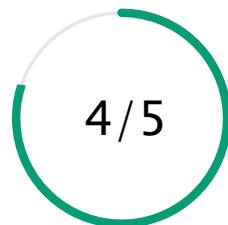
WrightCFO was a 2 man band with limited time and bandwidth to dedicate to sales and new business development. WrightCFO wanted more scheduled appointments with interested prospects for their service.

## OUR SOLUTION:

We provided a fully managed appointment booking service under the Done for you Startup service tier, focusing on their ideal client profile of 1-50 size companies, based locally around Central London and Kent.

## THE RESULTS:

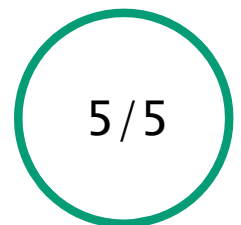
In 12 months we generated over 240 meetings for their service with their ideal clients which amounted to 20 meetings per month.



Likelihood to  
recommend



Customer  
Support



Quality of  
Service



### COMPANY:

More To Me

### WEBSITE:

[www.moretome.co.uk](http://www.moretome.co.uk)

### PRODUCT/SERVICES:

Employee Assistance Programme

### LOCATION:

UK

### EMPLOYEE COUNT:

3 Employees

### INDUSTRY:

HR, Human Resources

### SERVICE PLAN PURCHASED:

Done with you appointment booking

410

IN  
392 DAYS

APPOINTMENTS BOOKED



Rated our service

## ABOUT THE COMPANY:

More to Me brings together a set of solutions designed to address what has become an epidemic across the globe – mental health and wellbeing issues.

For those in the workplace, the issues not only affect their personal everyday life, but also their productivity and how they relate to their workmates. For employers, the loss of workdays can have a negative effect on their bottom line.

## THEIR PAINPOINT:

More to Me wanted assistance to reach their desired target audience, HR Directors and Executives in big organisations in the UK with 200-500+ headcount, and book sales appointments for them.

## OUR SOLUTION:

We provided an appointment booking service under the Done with you Startup Pro service plan, reaching out to their ideal target clients at scale, attracting interest and securing leads for their business, to take over, and handle themselves at building relationships and setting appointments.

## THE RESULTS:

In 3 months of working with Client Generation Pros, they had generated 24 high value meetings with their ideal clients, with one high lead value being worth £80,000.

5/5

Likelihood to recommend

5/5

Customer Support

5/5

Quality of Service

# Case Study 05

## H&W

MARKETING

### COMPANY:

H&W Marketing agency

### WEBSITE:

www.h-and-w.uk

### PRODUCT/SERVICES:

Lead Generation, Website Development and Brand Development

### LOCATION:

London

### EMPLOYEE COUNT:

1 Man Band

### INDUSTRY:

Marketing & Advertising

### SERVICE PLAN PURCHASED:

Done for you appointment booking + sales closing

IN  
203 DAYS

380

APPOINTMENTS BOOKED



Rated our service

## ABOUT THE COMPANY:

H&W Marketing Agency helps companies to generate leads, close sales and boost customer retention. They focus on the bigger picture to help your business be the best it can be

## THEIR PAINPOINT:

H&W Marketing agency was a 1 man band new business venture with limited time and bandwidth to dedicate to sales and new business development. H&W lacked experience in closing deals and wanted an expert to help grow their business.

## OUR SOLUTION:

We provided a full sales service that included sales lead generation and deal closing. We researched prospects for the agency to target, created the engagement messaging, managed the campaign, responses and appointment setting and then took the sales call.

## THE RESULTS:

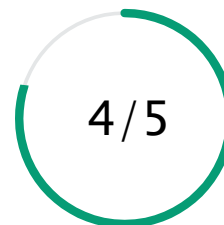
In our first month alone, we closed 2 new clients and over a 6 month period had generated them 15 new clients



Likelihood to recommend



Customer Support



Quality of Service

## Case Study 06

# SO.CREATIVE

### COMPANY:

So Creative

### WEBSITE:

[www.so-creative.co.uk](http://www.so-creative.co.uk)

### PRODUCT/SERVICES:

Web development and social media marketing

### LOCATION:

Kent, UK

### EMPLOYEE COUNT:

5 Employees

### INDUSTRY:

Web design and Social Media Marketing

### SERVICE PLAN PURCHASED:

Done by you appointment booking

IN  
620 DAYS

700

APPOINTMENTS BOOKED



Rated our service

## ABOUT THE COMPANY:

SO Creative provide carefully considered, bespoke marketing and luxury design solutions tailor-made to your needs. They strive to be strategic, smart and special. Working tirelessly to ensure exceptional quality of thought goes into everything we do, they take great pride in challenging both ourselves and the language of the design industry to produce work that consistently stands out.

Their creative design agency team has always been small – and that’s the way they want it. They only work with people we gel with and on projects they like, making for an open, more rewarding process and ultimately better results.

## THEIR PAINPOINT:

So Creative wanted more leads for their inhouse BDRs. They had 3 inhouse BDRs and wanted more leads and meetings booked for them to close. Their challenge was leads they needed more interested prospects to talk with, so they came to Client Generation Pros for support.

## OUR SOLUTION:

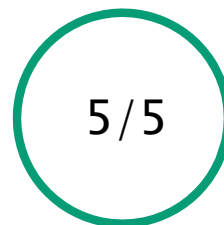
We provided our sales engagement software and support in training their BDRs to effectively use and maximize the results of using our platform independently to generate leads.

## THE RESULTS:

Month on Month, they were reaching 1500+ new ideal clients per month in their target market, generating 4+ meetings per week to increase their sales closing volume.



Likelihood to recommend



Customer Support



Quality of Service



## Case Study 07



### COMPANY:

Smart Apps London

### WEBSITE:

www.smartapps.london

### PRODUCT/SERVICES:

Web development and App Development services

### LOCATION:

UK

### EMPLOYEE COUNT:

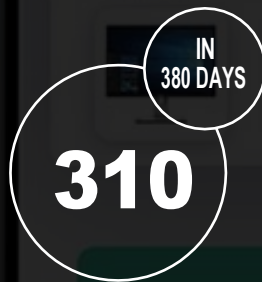
5 Employees

### INDUSTRY:

Web/ Software development

### SERVICE PLAN PURCHASED:

Sales Closing



APPOINTMENTS BOOKED



Rated our service

## ABOUT THE COMPANY:

Smart Apps is an Award Winning Custom App Development By Leading UK Developers based in London. Bespoke iOS/ Android apps to fit your needs. Secure solutions for all businesses. They quickly turn ideas into profitable apps.

## THEIR PAINPOINT:

Smart Apps wanted assistance in closing deals. They had hundreds of leads per month but no one with experience in sales, their team was formed of tech guys. Their challenge was sales; they needed someone with experience to handle the sales calls, negotiate with the lead, build a relationship and close the deal for their software development company.

## OUR SOLUTION:

We provided a fully managed sales closing service under the Add-on Sales closing plan, handling the sales calls, with leads that had left an enquiry on their website and their AD forms, to build an app.

## THE RESULTS:

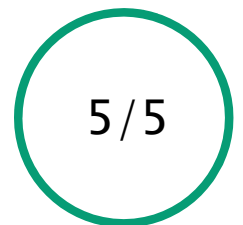
In 12 months of working with Client Generation Pros, they had closed over £355,000 worth in revenue generated in 13 closed deals



Likelihood to recommend



Customer Support



Quality of Service

# Case Study 08

## Perform With Pleasure

### COMPANY:

Perform with Pleasure

### WEBSITE:

[www.performwithpleasure.com](http://www.performwithpleasure.com)

### PRODUCT/SERVICES:

Stress and Relaxation  
Coaching

### LOCATION:

Belgium

### EMPLOYEE COUNT:

1 Man Band

### INDUSTRY:

Coaching /  
Well-being Training

### SERVICE PLAN PURCHASED:

Done for you appointment  
booking



APPOINTMENTS BOOKED



Rated our service

## ABOUT THE COMPANY:

Perform with Pleasure offers performance coaching designed for champions.

They teach senior executives and entrepreneurs to turn stress into their competitive advantage to ignite their next level of success with the mindset and hypnosis strategies used by professional athletes to become world champions.

## THEIR PAINPOINT:

Perform with Pleasure wanted assistance to reach their desired target audience, Top Level Executives in the USA and book sales appointments for them in their calendar.

## OUR SOLUTION:

We provided a fully managed appointment booking service under the Done for you Startup plan, filtering their ideal target prospects, reaching out to their ideal target clients at scale, attracting interest and securing meetings with busy executives for their business.

## THE RESULTS:

In just 2 months of working with Client Generation Pros, we were able to book consistently on average 4-5 meetings per week with their ideal clients. So they could work on building relationships with those clients and closing the deal. We also booked an appointment for them with the VP of Coca Cola.



Likelihood to  
recommend



Customer  
Support



Quality of  
Service