

Presence Business Finance

Background

Presence Business Finance is a financial brokerage which specialises in Invoice Finance. Invoice Finance is a financial instrument which many businesses use to ease their cash flow and can be alternative to a bank overdraft.

Presence Business asked us to generate qualified business opportunities for their own teams to pass out to invoice finance funders. Invoice Finance is a relatively complex financial instrument and the conversations need to be held with senior business decision makers - Managing or Financial Directors.

Case Study 2 Data driven lead generation

The Task

To generate qualified leads that are relevant and timely. Invoice Finance arrangements are generally for a fixed term with an attached notice period. We were challenged with building a sales pipeline of genuine interest,

where existing invoice finance users were looking for a review of their current provision. These conversations need to be held at the right time in relation to existing contractual commitments.

The Challenge

To build a comprehensive and accurate sales pipeline of invoice finance users in the UK. We have undertaken an intensive phase, investing time and energy into working through the tens of thousands of available records to capture essential information.

At the end of this process we know who to contact and more importantly the right time to contact them. Where immediate opportunity is identified these are passed through to a second qualification stage before passing to our client.

The one2one Solution

With our proprietary data source we are able to identify existing Invoice Finance users. Using a small, expert team, we have undertaken a program of contacting these users of Invoice Finance in the UK.

For immediate interest, the agent will then confirm a second stage of qualification. An appointment is made for the company to be contacted again, where an in depth conversation is held to confirm their current Invoice Finance arrangements and to understand whether our clients service offering can help them.

The decision makers are business owners or senior directors, so initially we have to ensure our message is compelling enough, our agents skilled enough, to get past the gatekeeper. We then garner not only the information related to their Invoice Finance arrangements, but also capture contact information and update our central database.

Where the interest is immediate the agent will capture preliminary contact and contract information. Where the interest is further in the future they will capture the company's interest and confirm that we will contact them again at the right time.

It is this second stage of qualification that is key to the success of this campaign. The second conversation is complex and technical and is managed by a much smaller team.

Approximately half of the immediate interests are not passed onto the client because they do not match our client's criteria.

The whole process is subject to stringent quality checks to satisfy our client that all opportunity is maximised and that we represent their brand diligently. The whole process is supported by our bespoke web based IT system, designed built and supported in house. This affords our clients and ourselves a real time insight into the sales pipeline and contract performance.

The Result

one2one has enabled Presence Business Finance to quickly establish itself as a credible broker in the Invoice Finance marketplace. The combination of data source, telemarketing skills and second to none IT systems is a winning combination and has delivered a fast track to success.