

V2 communications

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“Core Elements”

to a Successful Business Development Partnership

To the point...

When making a decision about your business development strategy, you want all the facts at your finger tips. The purpose of this document is to give you the facts, the core elements, as to why you should consider V2 communications

V2 have created a 'partnership' solution which ensures our team and systems are in tune with your needs and dedicated to add the greatest value to your sales and marketing departments.

Our goal, to create working partnerships with our clients that helps them achieve a competitive advantage and create client value.

This document illustrates our core elements to give you the reasons why we can best deliver increased sales, maximize brand awareness and above all create value.

About Us

Nominated in the top 6 "small UK Call Centre" category for CCF Awards 2007, V2 creates, manages and delivers consistently successful telemarketing and business development programmes nationally and internationally. Working extensively across the UK and mainland Europe, we service complex industries and organisations of all sizes, from SMBs to major corporations.

Established by leading outbound business-to-business telemarketing and call centre specialists, V2 is dedicated to making your marketing and business-development strategy flourish.

We understand your business

V2's management team brings together over 20 years of sales experience within the IT and Telco arena. We're therefore well placed to bring expert knowledge to any business development sales drive. Whatever the target market, product, service or solution offering, V2 can make your new business and existing client management sales programmes streamlined and effective.

Proven experience

We have built up strong relationships with clients that span the full spectrum of industry. Our clients trust us and the partnership approach really works.

First Audit Partners Europe benefits from outsourced Lead Generation Programme

Alan Hillier, Partner, comments,

"Continually generating new business is crucial to our on-going success. We tried managing telemarketing in-house but did not have the time or resources required. We needed a lead generation service that could provide more than just basic telemarketing. As a company we only deal with high level executives in very large organisations. V2 communications built a dedicated team of intelligent and motivated individuals who understand our business and our specific needs and are able to communicate our core messages to high level decision makers."

"The V2 team are an integral component of our business growth strategy. No other marketing or advertising activity has yielded such a high return on investment."

Results:

300 new business leads from Top 1500 UK companies.
15% conversion into new business revenues. 40% increase in turnover in 2 years.

Qliktech UK extends telemarketing services from V2 communications

Andy Honess, Managing Director QlikTech UK, comments,

"I have worked previously with several different telemarketing and lead generation companies and have experienced mixed results. However the service from V2 communications has been excellent, consistently generating a high number of quality new business development opportunities.

"V2 communications has become an invaluable part of our business, getting my team in front of new prospects everyday. It is an integral part of our sales and marketing process and I am confident that extending our use of its services will deliver increasingly more quality new business leads."

Results:

3 16 appointments in 6 months (5% attrition)

Core Elements to Total Business Development Management

marketing

- A controlled, proactive and flexible process supporting acquisition & customer opportunity generation.
- Market & Customer Insight – early identification of trends, pains & challenges
- Data enhancement – verification, normalization & enhancement

sales

- High level lead and appointment generation and qualification
- Short-to-Long term project identification
- Sales pipeline creation & management
- Market & Customer insight

management

- Clear visibility of activity & performance
- Clear visibility of result distribution
- Measurable ROI & value for money
- Forecasting
- Market & Customer Insight

Key Goals:

To create a partnership that touches all elements of your proactive and reactive customer and prospect corporate marketing.

To create value that delivers competitive advantage

To create clear visibility of activity, performance and return on investment

In summary...

V2 is a highly professional business development agency that brings sales and marketing strategies to life. First class customer service, flexibility, drive, aptitude and above all a desire to make it happen have all been words to describe a clients' experience of working with V2.

For further information:
visit www.v2-communications.com
or call 0845 230 2120