



CASE STUDY - LAKESIDE

“KMB have been a revelation to work with. I have used telemarketing services before and had relatively poor outcomes. KMB have been thorough and professional at every turn. We have been able to work with them to refine our campaign and approach. Their work generated leads and sales almost immediately. I look forward to continuing to work with them in the future.”

Charlie Wright, Lakeside Industries Ltd

CAMPAIGN OBJECTIVE:

To offer all prospects an exploratory meeting who are generally interested to learn more about Lakeside Industries and have their current stock reviewed.

CAMPAIGN LENGTH:

KMB have worked with Lakeside on this campaign for 6 months.

CLIENT DESCRIPTION:

Lakeside Industries are committed to designing and manufacturing the safest and most robust access products on the market. The Alto Tower range has lead the way for nearly 40 years as being the strongest, most reliable,

most versatile aluminium access products available. All Alto aluminium scaffold tower products are made in Britain and manufactured to ISO 9001. The new product ranges harness innovation with innate qualities and will revolutionise their market.

RESULTS:

Excellent results achieved, Decision Maker Contact to Appointment/ Lead conversion is 49%, Appointments/ Leads per Telemarketing Day is 1.97.



**70% of B2B sales
involve human
interaction.***

*Telemarketing kills kittens, Graham Smith, buy the book on our website