

# Transforming Sales Development: A Case Study on Outsourcing with TLP

## Introduction

*In this client case study, we delve into the success story of British Business Funding and IT Career Swap, two UK-based companies that recognized the need to optimize their sales development activities. British Business Funding, a financial services provider, sought to increase their client base and productivity while, IT Career Swap aimed to expand their reach and generate more leads for their IT training programs. Both companies turned to TLP, a leading sales development outsourcing provider to achieve their goals. This case study shows the remarkable impact of outsourcing sales development with TLP. Discover how TLP's platform and services transformed their lead generation efforts, drove revenue growth, and provided a competitive advantage.*

## The Story of British Business Funding and IT Career Swap

*British Business Funding offers financial services to UK businesses, assisting them in obtaining loans, grants, and tax credits. They provide support to businesses in securing funding for their operations and growth.*

*IT Career Swap specializes in selling accredited online training and mentorship programs. The company/firm focuses on helping individuals enhance their IT and Cyber Security skills and advance their careers. They also cater to businesses that lack internal training and development capabilities, offering programs to upskill their workforce and fill skills gaps within their organizations.*

*Before partnering with TLP, British Business Funding and IT Career Swap faced challenges such as limited time for productive conversations, a need to increase inbound enquiries/leads, and limited reach and targeting capabilities. They saw an opportunity to automate lead generation, bring in more warm leads, expand their market reach, and improve conversion rates. By outsourcing their sales development activities to TLP, they found a comprehensive solution that addressed these challenges and capitalized on the identified opportunities. TLP provided automated lead generation, targeted prospecting on LinkedIn, and hands-on support for campaign success. This partnership allowed British Business Funding and IT Career Swap to overcome obstacles, increase warm leads, and improve their sales performance.*

## The Challenges Of Generating Leads Before TLP

*The challenge faced by the customer before they started using the product was the need to increase the number of potential clients and automate lead generation. Their sales teams were spending too much time prospecting instead of engaging with interested leads. This hindered their productivity and revenue growth. They sought a solution that could streamline their sales development activities, allowing their sales representatives to focus more on selling and less on lead generation. The obstacle was to find a provider that could effectively target prospects, generate high-quality leads, and provide the necessary support and expertise for successful campaigns. They needed a solution that could integrate seamlessly with their existing sales and marketing functions, addressing the challenge of optimizing their sales process and unlocking untapped potential for revenue growth.*

## Why British Business Funding Chose TLP

*TLP had the capability to target a large number of prospects on LinkedIn which gave access to a wider audience. Unlike other providers, TLP offered hands-on support and expertise, ensuring campaign success and booking meetings. TLP's automation allowed the customer's sales team to focus solely on selling; saving valuable time. TLP's ability to provide an honest and realistic indication of measurable success in prospecting also played a significant role in their selection. Overall, TLP's platform capabilities, support, and expertise made them the ideal choice for the customer's needs.*

## How British Business Funding Uses TLP's Service

*The customer utilized TLP's sales development outsourcing services to enhance their sales efforts and achieve their specific goals. TLP's unique features played a crucial role in their success. First, TLP's process had the capability to target a large number of prospects on LinkedIn, providing access to a wider audience. This allowed the customer to reach and engage with more potential clients. Second, TLP's automation feature enabled the customer to automate lead generation and booking meetings, freeing up their sales team's time to focus solely on selling. The ability to pre-book meetings directly into their sales team's calendars was a significant advantage. Additionally, TLP's hands-on support and expertise in content writing ensured the success of the campaigns. The customer also appreciated TLP's customer support, including a group chat for easy communication. Overall, TLP's particular platform capabilities, automation, support, and expertise contributed to the customer's improved lead generation, revenue growth, and competitive advantage in their industry.*



*"We reviewed a few different options and decided that TLP was the most suitable for our needs and could provide us with the most hands-on support. The other providers were more of a DIY approach."*

*"We have been able to generate far more warm leads for our sales teams than before and most importantly increased revenue through generating more new clients, accessing a far wider audience than we were before." -John Carter, Sales and Operations Director at British Business Funding*

## Lets Help You With Your Sales!

*Supercharge your sales development with TLP! Experience our unique platform, hands-on support, and automation features. Generate more warm leads, boost revenue, and reach a wider audience. Say goodbye to time-consuming prospecting. Contact us today and unlock your business's full potential with TLP!*

