



BUSINESS DEVELOPMENT PERSPECTIVE

Getting appointments much harder than generating leads

Marshall Consultants uses upscale business development approach to reach key prospects.

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Companies across the board are looking for ways to ramp up their business development effort. For many, this includes outsourcing lead generation and appointment securement activities. And for brand-conscious companies, it's more important than ever to choose the right outsource partner.

"Think about most of the unsolicited calls you get either at home or at the office," says Bob Marshall, founder and CEO of Marshall Consultants: a company that has fine-tuned the bizdev process of getting through to prime corporate prospects. "They're from the typical cold-calling, call-center type operations. This is not the image that a brand-conscious company wants to project, when it finally gets in front of a high-level executive."

A more sophisticated approach.

By contrast, Marshall Consultants' field-proven lead generation strategies are the equivalent of a corporate door opener. With one highly-focused session a week, for a flat fee, Marshall helps clients to connect with influential people at top-tier companies.

"These are people who aren't easy to get a hold of, and even harder to get in front of," says Marshall. "You can't underestimate the value of getting face-to-face meetings with the right contacts — at the right companies. Our pleasantly persistent approach, combined with focus and tenacity, leads to high appointment generation rates. Most companies have neither the time, nor the right people, to accomplish this themselves."

While compiling leads can be relatively simple, generating qualified leads — and converting them into appointments — is anything but easy. The typical Marshall client is a company that's already grappled with the "how to find new leads" dilemma inhouse, and has found it to be a tedious task with a low success rate. That's where a business development professional like Marshall Consultants comes in.



Starting at the top.

“The Marshall approach is to go right for the key decision maker and work down,” says Nick Brereton, CEO of San Francisco-based Brereton Architects. “They also have a way of getting people to drop their guard. As a result, we’ve had interviews with prospects that never would have met with us. Companies where we didn’t know a soul.”

“In almost every case, you get just one shot to establish a connection and continue the conversation,” Marshall adds. “We do a great deal of research and preparation, to ensure we’re at the top of our game when that moment of opportunity arrives. As part of the process, we actually start to build relationships for our clients.”

While establishing who the key decision maker is, Marshall works to determine if there is an imminent need before making an appointment. By providing key details about the prospect, Marshall also helps clients decide which principals/associates should attend the meeting — based on the personalities and expertise that seem to be most appropriate.

“Hiring a business development specialist like Marshall Consultants is the difference between leaving messages and getting in front of a real decision maker,” says Thea Von Loggerenberg, market sector leader for PMSM Architects in Santa Barbara, CA. “Marshall was able to secure appointments with people I’d called at least ten times. I don’t know what magic they use. But they can definitely get you on a prospect’s radar.”

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Marshall Consultants, Inc. is an affordable business development outsource solution — for proactive lead generation and appointment securement. Serving clients nationwide, Marshall’s comprehensive business growth solutions include strategic market research and analysis, database development and enhancement, lead nurturing, appointment securement and coordination, along with post-meeting followup and reporting. Visit us online to learn more about our field-proven process, and about how we can tailor a turnkey program to meet your needs.