

CASE STUDY / FreshMinds

This leading multi-disciplinary market research consultancy is no stranger to the importance of new business.

Investing in talent is one of the most important aspects of business for FreshMinds; more than any other client Blossom has worked with. They wanted a structured, dedicated and proactive new business strategy in place.

So with the gauntlet laid down, Blossom and FreshMinds worked closely together to achieve just that...

“ IF YOU WANT A BUSINESS DEVELOPMENT EXECUTIVE WHO CAN TEACH YOUR MOST EXPERIENCED SALES TEAM A THING OR TWO, MAKE SURE YOU GET THEM FROM BLOSSOM ”



CHALLENGE /

More coverage in the market place. More opportunities to win new clients. All through the implementation of an intelligent and consistent new business strategy.

INSIGHT /

Find the right person to do the role. A bright, experienced, hungry new business executive. Give them a clear strategy, immerse them into the FreshMinds world and make sure they're supported.

SOLUTION /

Agree who to target. Know what message to target them with. Build an armoury of marketing collateral. And prospect intelligently.

RESULT /

A fantastic, experienced new business professional called Aya. A qualified and organised list of targets on a great CRM platform. Conversations with more than 40 decisions makers each and every week. A marketing plan being deployed regularly to over 300 key target companies. Oh and 2 briefs and more than 6 qualified meetings in 3-months. Not bad at all.

WHAT FRESHMINDS SAID:

“ We'd tried using a Business Development Executive before and we couldn't make it work for us. Now we have the wonderful Aya who has had an immediate impact on our sales pipeline. And this wouldn't have happened without the team at Blossom. That is what impressed us the most; the experience of the team – from helping us hone our sales message to instilling best practice in sending a tailored email – they had the whole Business Development cycle covered. They really took the time to get to know us as a business and that really made a difference as Aya was able to hit the ground running from day one. So, if you want a BDE who can teach your most experienced sales team a thing or two, make sure you get them from Blossom.

Alistair Leathwood – Managing Director
FreshMinds Research

“ When I started my career in sales a few years back, I saw no clear boundaries between a sales person and a business developer. Now I do and this is thanks to the three-month training program with the team at Blossom. Developing a new business pipeline is a challenging and often daunting task but they have eased me into the process and I am extremely grateful for the various tips they have given me along the way. Blossom has exceeded my expectations in two key areas: the wealth of knowledge they share amongst the team (both in terms of experience and the advice they give you) and the extremely friendly people you get to work with. Blossom has patiently gone through every single aspect of a new business campaign to equip me with all the necessary tools. From marketing collateral to setting up the CRM system, they have been crucial in getting FreshMinds' new business development wheel up and running. Simply amazing. Six months on and after successfully graduating from the training program, I am confident that the business opportunities I have lined up are going to be fruitful ones and I am really looking forward to the contribution and impact I will make to FreshMinds in the long run!

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Aya Yamamoto – New Business Executive
FreshMinds Research