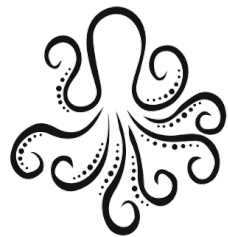


Building a Pipeline Project

Giving you the ways and means to
business growth



Juggling Octopus
Business Support Ltd

*“We do things you don’t know how to do,
don’t have time to do **or don’t want to do**”*



Why do you need a pipeline?

Behind every successful business should be an effective pipeline which drives sales from cold leads to qualified prospects.

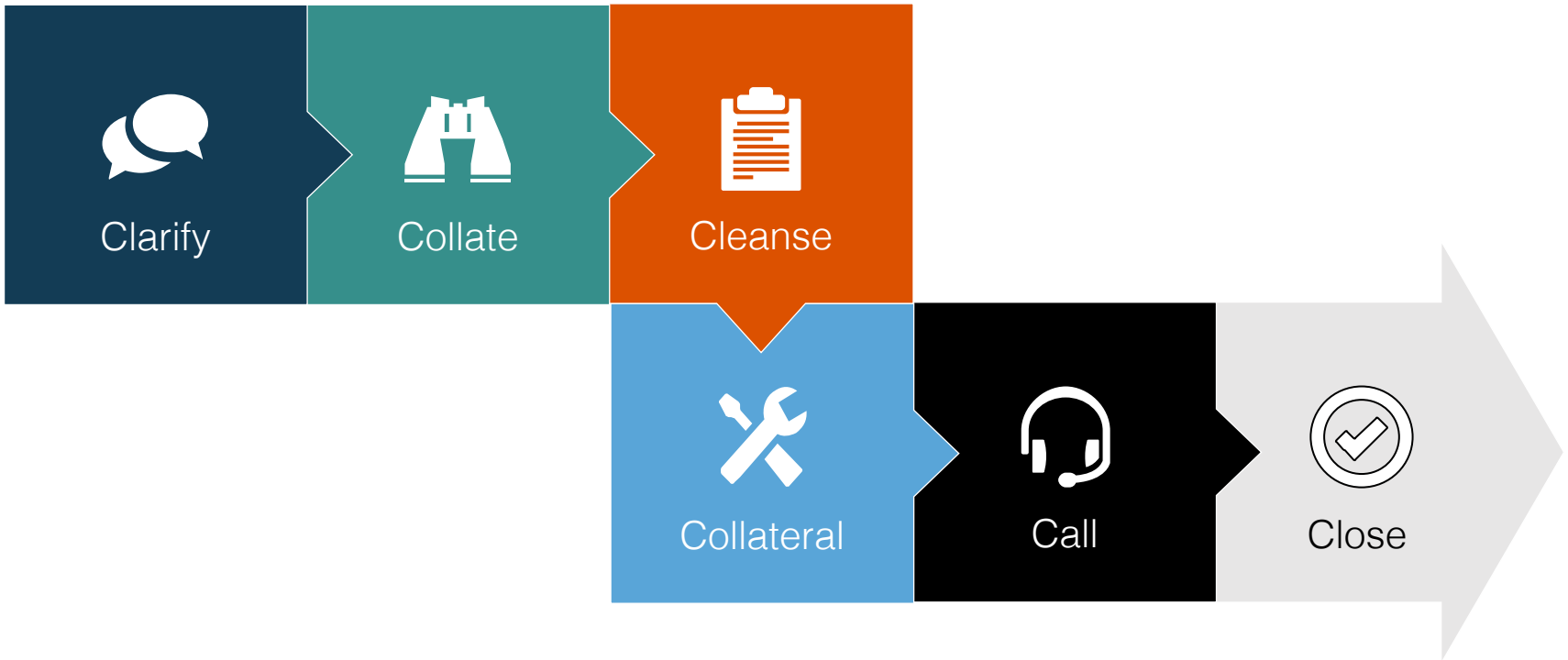
A pipeline is the process of identifying prospected targets that are then categorised in terms of propensity to buy. Think of this like funnelling water in to different buckets, except the buckets are labelled in to hot, warm or cold leads.

To be able to sort these leads, we incorporate the six C's of a Pipeline Project.



Pipeline Project

The 6 C's of a Pipeline Project



Clarify

We will talk to you to clarify specifically who you want to target and what it is that you want to introduce to them. In this, we will:

- Get together face to face for a fact-finding meeting
- Understand your business and your USPs
- Recognise what you want to offer for this project
- Identify the target audience



From the meeting we will create a Sales Pack that brings your business to life and ensures that we have understood exactly what makes you stand out from the crowd!



Collate

Using a variety of sources we will collate 50 pieces of data focussed on your target clients.

- All data is manually sourced in the UK
- We have access to a plethora of different sources
- We use the right source for your business
- We will only include relevant data specific to your project



Cleanse

Our team will also manually cleanse the data to ensure that we have the right contact details for the right people.

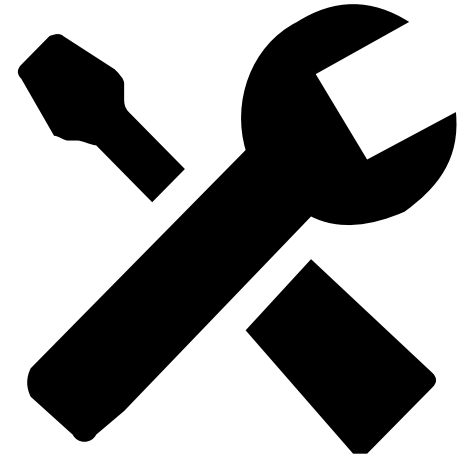
- Data isn't taken at face value
- All data is called from the UK to confirm the information
- If we are unable to confirm information we replace the data
- We give businesses the best chance of success



Collateral

From our understanding of your campaign, we will develop something specific to send to the cleansed data to introduce you and your company; from a simple email to the weird and wonderful sent through the post. This will include:

- Creating bespoke business material
- Designed to grab the attention of the target audience
- Colours and branding to reflect your identity
- Handwritten letters, posted with stamps (not franked)



Call

All the data will be called following a specific process so that we can build you a pipeline that identifies the level of interest in your company.

- Calls are made by a team in the UK
- Detailed notes are captured after every call
- All hot leads will be passed to your business within 24 hours
- We endeavour to make sure that any conversation adds value to your pipeline – whether it is a positive outcome or feedback that you can use in the future



Close

Once the calling is complete our work isn't done. We want to make sure that you can use your Pipeline Project and the information that we've gathered on all of the target data. To do this we will;

- Provide access to all your target data with information on each and every call that we have made
- Categorise gathered data so that you can easily see where the target falls in your pipeline*
- Provide a full report of the work undertaken and results achieved
- Give recommendations for the next steps



* We categorise all data as Not Interested / Future / Cold / Warm / Hot



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