



Training & Consultancy Case Studies/Testimonials

SSG Ltd, Plymouth. Mark Salmon, MD

Health and Safety Training for Construction Industry. 50 staff

SSG had originally outsourced their requirements to Link's telemarketing team. But, having seen how effective telemarketing could be for their company, with Pauline's advice and support, they decided to bring the function in-house. Pauline has assisted SSG to refine their team's telesales approach, ensuring optimum use of resources and maximum results.

Mark Salmon, MD, SSG, Plymouth

"We took up Pauline's suggestion to build our own in-house telesales team and now have 4 telesales staff, who generate 80% of our new customer business. Pauline has worked with us this year to refine our team's selling skills. I have no hesitation in recommending Link Marketing Solutions to anyone looking for training or assistance in the area of telesales – Pauline's honest approach and ability to work with all levels of staff, see the "big picture" and quickly grasp our requirements, has definitely improved our department's performance."

Philip Dennis, Foodservice Ltd, Ilfracombe

Suppliers of Frozen and Chilled Food to Caterers. 200 staff.

Philip Dennis wanted their orders processing team to become proactive Telesales people, generating appointments for reps and upselling to customers. Pauline worked with their Telesales Manager to create and implement a development strategy for the whole department.

Alan York, Telesales Director, Philip Dennis Foodservice Ltd, Ilfracombe

"After a brief conversation with Pauline we soon established that due to her background and wealth of knowledge she was going to be invaluable to our company & we weren't wrong. Pauline is obviously at the top of her field & has certainly added value to our telesales operation by offering so much more than we were expecting."

Spot on Corporation Ltd, Torquay

Franchisor for Itseeze Website Design. 15 staff and 42 Franchisees

Link Marketing Solutions Ltd provides a one-day telemarketing workshop for all new franchisees, training them in data selection and management, and effective telephone sales and communication techniques. The day incorporates a half day session of live outbound calling. Link has been working with Spot-On for approximately 3 years.

Brian Cox, Itseeze Franchisee, Camberley.

"The presentation, content and delivery were exceptional, and the workshop trainer conveyed all the information in a clear, concise and very effective manner, from the basics of human interaction to live telemarketing calls, making good use of real examples and relevant examples throughout the duration of her presentation. Not only this, but as a bonus, we generated an appointment during the live calling session in the afternoon. I would thoroughly recommend Link to any organization looking for any form of telemarketing services or training."

Joanne Campbell, MD Itseeze Franchisor, Head Office, Torbay

"... With the live session having overcome any "fear factor", we find that many of our franchisees then go on to use telesales as a key method of appointment generation. We have been working with Link on this model for nearly 3 years and have always been pleased with their approach and delivery and have no hesitation in recommending to other companies."

