

## Case Study

### Company

Harrier Pneumatics

### Sector

Compressed Air System,  
design supply and maintenance.

### Services provided

- Lead generation
- Email Marketing
- Blog Writing
- Telemarketing, LinkedIn research & communication



## Harrier Pneumatics

Harrier Pneumatics have been supplying installing and maintaining compressed air systems throughout the South West and South Wales for over 30 years.

Their pneumatic specialism has built a reputation for supplying a superb selection of products backed by a reliable range of after sales maintenance and repair services.

## How Your Business Development Team helped

Your Business Development Team have been working with Harrier Pneumatics since 2019. Harrier's first issue was maintaining regular contact with their customer base to extend the range of services offered to them. They also had a lot of lapsed customers that they wanted to reconnect with.

In addition, they were looking to prospect for new business within the areas of the four Harrier branches at Bristol, Southampton, Reading and Plymouth, with specific emphasis on industries such as food production that need to maintain high quality compressed air systems.

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Two monthly blogs are created on topics of interest to the customer base and these are used on the Harrier website, LinkedIn and by monthly email communication. Regular telemarketing contact is made to follow up on the monthly email, to nurture previously acquired leads and carry out campaigns targeting specific product or service areas.

The campaign has resulted in a considerable number of appointments for engineers to revisit lapsed customers and opportunities to supply additional equipment to existing and new clients.



### What does the client say about Your Business Development Team?

We caught up with Branch Manager Steve Stone, to get his view on working with Your Business Development Team.

### How did you come to work with Your Business Development Team?

We were introduced to YBDT by our website developer. We had told them that we wanted to improve our sales pipeline and they suggested YBDT as the best partner.

### Did you have any concerns before you started the project?

As with any new project, you always have some concerns. I think the biggest concern was the fact that we did not have a definite plan in place to accomplish our goals. YBDT took control of that helped us to put a clear strategy together.

### How did you find the process of working with them?

The team were very well organised, and communication was clear and simple. They explained what they needed from us and how they were going to proceed. Once the process was clearly established with timeframes, we were able to relax and leave it to them. We have reviews each month to check progress and agree targets for the next month.

### Will you recommend them to others in your industry? What will you particularly tell them if asked?

I have recommended them to others in the industry. Yafit and her team are all great to work with and are happy to answer any questions or discuss progress. I would say that if you need to build leads for your future business growth then talk to your Business Development Team.

We have certainly found that the YBDT approach works and regularly convert the leads they identify for us into sales. It certainly takes away the pressure of developing new business from our team allowing them to concentrate on their day job which increased their productivity and job satisfaction.