



What if I said intelligent business decisions ltd could get you talking to your most desirable customers?

All we ask from you is 30 minutes of your time to help you work out who you would really like to do business with.

Does this sound like something that would be useful?

Ocean Laundry did and got amazing results. Ocean Laundry are an industrial laundry service, supplying laundry and maintaining workwear and other ancillary products.

They are a business that has been running for 18 months and have been doing really well. However, Stephen Phillips the founder and Director of the business wanted higher value leads and more of them. He also wanted to look at areas further afield than Bristol. This is where intelligent business decisions came in.

After finding out what type of customers Steve and his team wanted, we went about getting the correct data and most importantly the contact details of the decision makers. We worked out a plan together which consisted of an email campaign followed up with a dedicated team doing telemarketing calls.

In less than 10 days ibd had got Ocean Laundry 6 face to face meetings and another 4 that needed quotes or a direct call from the Ocean Laundry team.

The whole project took 2 months from the first meeting to delivering over 20 face to face appointments and over 40 companies that will need follow up in the future.

Steve said "intelligent business decisions proved to be very professional and got the measure of my business very quickly. The communication from them was second to none and the project manager, Justine Buxton couldn't do enough for us. Great team and fantastic results, we will be back in the autumn for another project."

Stephen Phillips, Founder & Director of Ocean Laundry