

Collaborative partnership drives growth for specialist consultancy Hudson & Yorke



Achieving ambitious growth plans can be challenging for consulting firms, particularly where the founders and Principals are collectively responsible for business development and consulting delivery.

Hudson & Yorke found the ideal solution to this issue, by outsourcing their lead generation to Conversion Consulting, enabling their Directors to have pre-qualified meetings with the right people in their target market. As a result, they have secured several major contracts and have opened many new business relationships to fuel their continued growth.

Hudson & Yorke is an international management consultancy focused on delivering strategic and commercial benefits to its clients in the specialist area of communications technology.

The business had developed ambitious growth plans and needed to ramp up their business development activities to build their sales pipeline. Like many consulting firms, the Directors was responsible for business development and consulting delivery. This inevitably introduces a trade-off for a developing consulting business as senior resources are committed to client projects and have less time to focus on business development.

To address this, Hudson & Yorke had previously tried outsourcing lead generation to a telemarketing service provider but had been disappointed by the results. As Conversion Consulting specialised in lead generation for technology and professional services companies Hudson & Yorke's founding Directors recognised this experience in complex value propositions could be more effective in generating leads.

Nurturing new business relationships

Conversion Consulting was appointed as Hudson & Yorke's Outsourced Business Development Partner in 2008. Hudson & Yorke were seeking to build brand awareness in their target market and ultimately nurture new business relationships to deliver high quality meetings with senior level executives in the FTSE250/Global 500. A crucial aspect of this process was to capture market intelligence on managed service and outsource contracts in telecommunications. The nature of their business meant that this consultancy had a very defined target market so it was imperative that Conversion Consulting represented their brand professionally and consistently. We worked the senior team's target list and helped to build the list with named prospects to engage with. Then our primary focus was to engage directly with prospects, building rapport and credibility. Conversion Consulting invested time up front in the process to build a comprehensive understanding of Hudson & Yorke's value propositions.

Delivering measurable business results

As a result of the rich conversations we had with senior level executives, the market intelligence we gathered



enabled Hudson & Yorke to offer targeted value propositions.

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Conversion Consulting has ensured that every decision maker in the target list is aware of Hudson & Yorke and their capabilities. Furthermore, the Directors and Principals have attended pre-qualified meetings with their prospects which led to several contract wins.

Throughout the process Conversion Consulting and Hudson & Yorke have built a close working relationship with daily contact with the senior team involved in the meetings, weekly progress meetings and monthly contract reviews as part of the sales and marketing planning cycle. It is testimony to the quality of our business relationship that we are regarded as a strategic business partner. Our client regularly involves us in key business meetings and communications as part of the business.

Harry McDermott, the CEO of Hudson & Yorke provided his perspective on our contribution to the business “Conversion has done an excellent job in building awareness of the Hudson & Yorke brand inside our major target accounts. The ultimate testimony to their professionalism is that I can trace measurable fee income to our investment in their services. I now consider Conversion to be a strategic partner and I look forward to continuing to do business with them.”

About Conversion Consulting

Conversion Consulting helps technology and professional services organisations to identify and develop valuable new business relationships. We provide outsourced sales development services that focus on the front end of the Business Development process.

Our clients value our collaborative approach and our focus on consistently delivering high quality results.

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