

CASE STUDY

BESPOKE

APPOINTMENT

SETTING

EXECUTIVE SUMMARY

Working with our client, Financial Times | IE Business School Corporate Learning Alliance, we delivered eight personal, two-part appointments including half day workshops, to targeted accounts, engaging with senior stakeholders. The results were significant global opportunities with enterprise firms within their target account list.

ABOUT

FT | IE Corporate Learning Alliance was created in 2015 as a joint venture between the Financial Times and IE Business School, providing premium custom learning programmes for executives around the world. The partnership connects academic excellence with award-winning journalism and brings its clients insights into real world business challenges.

THE CHALLENGE

Looking to expand its presence and operations in the German market, FT | IE Corporate Learning Alliance approached us with the following questions:

“How do we engage senior HR and Learning & Development stakeholders within enterprise-level organisations, at the right time, in order to support them with their current needs?”

“How can we share insights, create trust and build relationships with the right people in our key target accounts?”

OUR SOLUTION

After our half day knowledge transfer session with FT | IE Corporate Learning Alliance, in which we supported its go-to-market framework and identified and agreed our target audience, our senior consultancy team began engaging with the target audience.

The objective was to identify decision makers in target accounts that have a specific need matching FT | IE Corporate Learning Alliance's value proposition.

From our established position in the market, and the relationships we have fostered over many years of delivering topical, industry focused roundtable discussions, we were able to gain valuable insights into the prospects' specific needs.

The next stage was two phased. Phase one was an initial hour with each prospect to fully understand the challenge and requirements and sketch out what a workshop could look like. Phase two was a half-day session with the wider stakeholder group.

This approach helped identify the wider decision-making group, enabled FT | IE Corporate Learning Alliance to spend quality time with them over two meetings, share insights and best practices, and position the company as a thought leader. As a result, we were able to help reduce their sales cycle.

RESULTS

Our initial pilot campaign of eight appointments yielded three RFPs from multinational enterprise companies within the first few months of our collaboration. These opportunities involved significant multinational projects.



We began working with Joseph & Co to assess their approach to hosting events as a way of generating business leads. We started with a pilot of six events; their success in terms of accurate targeting of companies and the individuals who attended them encouraged us to increase this activity. Joseph & Co now deliver 'HR Talks' in Germany and the UK through the year, and we are getting 14 one-to-one appointments each quarter in Germany. We look forward to collaborating with the team at Joseph & Co in the future as an effective extension to our sales, marketing and events teams.

Marc Thivessen,
Chief Operating Officer
Financial Times | IE Business School Corporate Learning Alliance