

# CASE STUDY

BESPOKE

APPOINTMENT

SETTING

## EXECUTIVE SUMMARY

Working in collaboration with our strategic partner Arnold Ash over the past 2 years Joseph & Co delivered 2 Executive Roundtable Discussions and a series of qualified personal appointments. These engagements resulted in the acquisition of 5 new clients, 3 of which have grown into significant accounts.



## ABOUT

Arnold Ash are an established executive search agency who specialise in Technology, Change, Transformation and Finance. They provide an agile recruitment solution in order to shape their methodology to mirror the client requirements with a speed of delivery that enhances business impact.

## THE CHALLENGE

Arnold Ash' challenge was;

"How can we ensure a constant pipeline of warm prospects, that fit our target criteria: Budget, Authority and Need?"

"How can we position ourselves as a thought leader, share insights and try to add some value to our target audience?"

## OUR SOLUTION

The initial half day knowledge transfer session with Arnold Ash ensured the Joseph & Co delivery team had a solid grasp of their service portfolio. We created our go to market framework, schedule of works and signed off on the specification of our target audience for both the Qualified Appointments and the Executive Roundtable Discussions.

Our delivery team worked with Arnold Ash on producing the content for the roundtable discussions, which was then market tested before going live. The quality of the content and level of our facilitators helped our Delegate Acquisition Team attract between 17-20 delegates to each event.

Throughout the Delegate Acquisition Campaign our Senior Consultancy Team were directly engaging the target audience. There were a number of prospects that couldn't attend the roundtable date but were interested in the subject and had challenges within that area. These prospects were diarised for an appointment with Arnold Ash in their offices at a time that suited them.



## RESULTS

Arnold Ash have won four new clients since partnering with Joseph & Co, two of which are major global brands which traditionally we would have struggled to penetrate.

Joseph & Co have underpinned the successful growth of our organisation over the past two years. Following our two Executive Masterclass sessions they secured appointments with over 70% of attendees. These meetings resulted in the conversion of four new accounts for us, accounts that have since developed into significant revenue generators. Furthermore, Joseph & Co continue to provide us high level, qualified appointments throughout the year. These appointments provide a constant pipeline of oven-ready prospects which allows us to focus on delivering a quality service.

The ROI we have generated through collaborating with Joseph & Co has not only covered the cost of the initial investment but also the fees for our next two years.

It's been a pleasure partnering with the Joseph & Co team on these campaigns, they come highly recommend!

Jon Arnold  
Arnold Ash