



Case Study: **Building a strong sales pipeline**



The client

DAV Management (DAV) is a specialist programme, project and commercial management business that takes a “hands on” approach to managing the procurement and delivery of complex, technology-based, business change programmes. DAV focuses primarily on the airline, telecommunications and professional services support sectors.

The challenge

DAV has significant future growth plans, having grown successfully over a ten year period. In order to increase sales to underpin their future growth plans, DAV was looking for external help in building a strong sales pipeline. When Futurecurve got in contact, their approach and content proved to be precisely what DAV was looking for.

“Their messages were clear and no-nonsense,” says Andrew Moore, Chief Operating Officer, “and when we met the Futurecurve people, we liked their nice, clean, crisp approach.”

Approach and solution

Futurecurve agreed with DAV that a telemarketing campaign would be the best way to deliver the increased volume of leads they wanted. Futurecurve built a database of target prospects, developed a selection of sales messages and planned the campaign. It was agreed that the campaign should result in ten new prospect introductions.



Futurecurve helped DAV design the campaign to focus exclusively on their three key target markets – airlines, telecommunications, and professional support services.

Results and benefits

From this campaign, DAV got the ten introductions they wanted, made good contacts that have become the basis of longer term relationships and, subsequently, won an assignment with a major aviation organisation.

Futurecurve also advised DAV on communications metrics – how to do it and how often.

“It proved to us that we could enhance our personal contacts and win new business by telemarketing,” says Andrew. “It’s a process that can work for us and we have a better understanding of how to manage it in future. We will have the confidence to use this technique for specific strategic campaigns.”

“They have a real understanding of how to get people’s attention,” Andrew says. “Futurecurve has helped generate new business for us. The work they have done has helped form the foundations of longer term relationships.”

Contact us at info@futurecurve.com or call us on +44 (0)1628 487 708