

Baltic Training's no risk approach generates qualified appointments

The Company

Baltic Training Services specialise in high quality apprenticeship and employer-based training across a range of industry sectors throughout the North East, North West and the Midlands. They provide apprenticeship training to some of the biggest and most successful companies across these regions providing recruitment solutions and training for existing staff through their flexible apprenticeship programmes.

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The Challenge

Baltic Training sought an effective appointment setting service to generate qualified appointments for their Sales consultants within a defined geographic territory. They also needed a database of potential clients that met their customer profile and selection criteria, to match against existing sales activities and use for future marketing programs.

The Outcome

ITTS sourced a database supplier who could provide a suitable list of companies within the chosen geography and could be used for



Baltic's appointment setting program.

We built a dedicated appointment setting team for Baltic, who had the appropriate skill and ability to qualify and generate suitable appointments for Baltic, having been fully briefed on Baltic Training's Apprenticeship and Training services.

The pilot program delivered positive results from the start, having built an effective team to meet the initial targets set and of course Baltic Training's expectations in terms of the number and quality of appointments we delivered.

With upwards of 50+ appointments being set per month the pilot activity was extended beyond the initial phase and we have been commissioned to extend our activities into additional services that Baltic provides to include staff Training services.

Why ITTS?

ITTS were able to deliver an end to end appointment setting service,

from sourcing the data through to briefing appropriately skilled TeleResearcher agents and co-ordinating the scheduling of sales appointments using Outlook calendars.

Specialising in IT, ITTS could demonstrate their knowledge of the IT marketplace, as much of this activity involved talking to IT decision makers. Another reason why Baltic chose ITTS was that we could provide a no-risk approach where Baltic simply paid for a consistent flow of quality appointments over an agreed time-frame, and costs were based upon the quantity of appointments actually delivered.



Contact our sales team
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