

	REASONS	DETAILS	BENEFITS TO YOU
TALENT MANAGEMENT	OUR CULTURE	"As a company we thrive from having great times. Enjoying the development of each other drives the business forward and allows for a great working atmosphere"	Best trained telemarketers in the industry representing your brand. Intelligent and knowledgeable engagement with your prospects. This results in a team that consistently delivers real ROI for your business.
	RECRUITMENT	4 Internal Head-Hunters	
		Every MarketMakers telemarketer has a minimum of 2 years' B2B sales experience	
	THE BUSINESS SCHOOL	The only training school in the telemarketing industry endorsed by the Institute of Sales Management (ISM)	
	LEARNING & DEVELOPMENT	The only telemarketing company to be awarded 'Staff Development Programme of the Year' for their training process by The Learning and Performance Institute	
		Structured 8 tier career progression path for every telemarketer	
Celebrated a win for Steve Cass, our Head of L&D, at the National Contact Centre Awards for Learning and Development Champion			
EMPLOYEE RETENTION	Industry leading staff annual retention rate of 89% compared with an industry average of 66%		
THIRD PARTY ENDORSEMENTS	AWARDS	Ranked in the Top 50 Great Places to Work for the last 6 years	Recognised by the industry as the leading B2B Telemarketing Agency. This provides genuine confidence and comfort that we deliver tangible results.
		Ranked as the Number 1 B2B Telemarketing Agency in the UK by B2B Marketing	
		Learning Awards – Winner of Staff Development Programme of the Year, Learning and Performance Institute	
		Ranked in the UK's Best Workplaces for Women 2018	
		Business Excellence Awards 2017 Large Business of the Year	
		Recognised as a Centre of Excellence in Wellbeing 2018 & 2019	
		HSBC Start-Up Stars - National Winner 2007	
DEDICATED TEAM	Direct relationship with a dedicated team of ISM certified professionals	This leads to better qualified leads/appointments. Higher conversion rates = more sales.	
ACCREDITATIONS	ISO 9001 (Quality Management System)		
	ISM Endorsed Training Material		
	FCA Authorised		
QUALITY LEADS & APPOINTMENTS	Telemarketers' incentives and remuneration internally are based on client retention		
	Online access for clients to digital call recordings		
	Every lead/appointment call file reviewed and verified by Quality Assurance department		
THOUGHT LEADERSHIP	Lecture at the Institute of Direct Marketing (IDM)	We give you the confidence to succeed. Our success has been achieved through the proven track record of delivering successful, profitable campaigns for our clients.	
	Sit on the IDM's B2B Marketing Council		
GROWTH	15 consecutive years of business growth		
	Launch and growth of 2 group businesses: MarketMakers Really B2B		
	Part of Xeim, Excellence in Marketing, alongside brands including: Marketing Week, Festival of Marketing and Econsultancy		
CLIENT RETENTION	75% of revenues generated from existing clients	Increased productivity to gain quicker ROI. Full and real time online view of your campaign status.	
TECHNOLOGY	In-house software development team		
	Bespoke CRM system built from the ground up specifically for the purposes of telemarketing		
TRANSPARENCY	The MM Cloud and app		
	Every call digitally recorded		
		Open door office policy	