

## The Client:

# CoachDirectors

CoachDirectors is a premier UK-based executive coaching provider that brings together the industry's most successful coaches to solve business challenges and deliver powerful interventions that result in tangible business improvement.

Hand-picking fully accredited, commercially astute coaches who have held senior leadership positions in high profile organisations, CoachDirectors offers C-suite professional development to their client's executive talent that helps them gain competitive advantage.

*"I can say without hesitation that Network Sunday's social selling model has outperformed all the lead generation and telesales agencies we've worked with in the past."*

*"We've been able to focus on closing real opportunities since working with them, and love their level of professionalism."*



**Alan Potts**  
Founder & CEO

## UK Executive Coaching Agency Generates 66 Sales Qualified Sales Leads In 8 Months with Network Sunday's Social Selling Approach

### The Challenge

Founded in 2013, CoachDirectors was faced with the challenge of building brand recognition while competing for clients in an industry built on long established relationships.

Previously having worked with online lead generation and telesales agencies without seeing ROI, CoachDirectors were battling to maintain a steady stream of quality leads whilst doing their own business development.

### The Results

Network Sunday launched CoachDirectors' first engagement in January of 2015 after closely collaborating with their sales team on a social selling-focussed business development strategy.

In the eight months since commencing social selling, they have been put in front of 66 sales qualified opportunities, with some currently (as of September 2015) in their final deal stages, and have closed 4 sales with the promise of long term customer value.

#### CAMPAIGN HIGHLIGHTS

**184**

DECISION  
MAKER  
REFERRALS

**66**

SALES  
QUALIFIED  
OPPORTUNITIES

**92%**

LEAD TO  
OPPORTUNITY  
CONVERSION

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*More opportunities, less work*