

The Client:



BB&A

Many organisations find that the hardest part of changing things in their business is not deciding what to do, but actually making it happen.

BB&A is an award-winning agency that has achieved global recognition for their change communications, employee engagement, and learning & development work. An organisation that boasts a wealth of expertise across a multitude of disciplines, they have delivered performance improvements to every industry and company size imaginable.

"To use a football metaphor, Network Sunday puts the ball in front of the goal and makes it easier for us to score."

The longevity of our relationship is a testament to the value we derive from their services as well as the rigour behind them."



Mark Birtch

Founder & Managing Director

Change Communications Agency Receives 41 Qualified Opportunities in 6 Months with Network Sunday

The Challenge

Prior to signing up to Network Sunday, BB&A had built a stellar reputation with limited market exposure which was impeding their growth.

Reliant at the time on a small number of repeat clients and referral-based new business leads, they had tried outsourced new business development alternatives whose traditional sales tactics were failing to deliver the promised results.

The Results

During the six months following the launch of BB&A's social selling engagement, Network Sunday delivered 41 qualified sales opportunities with a 41% lead-to-opportunity conversion rate and a 30% positive conversation rate. Mark and his sales team have experienced a steady stream of senior decision-maker meetings at the right companies who have a need.

Consequently BB&A have been able to leverage their excellent reputation and professional network through Network Sunday's social selling activities, driving increased market awareness and targeted conversations.

CAMPAIGN HIGHLIGHTS

41

QUALIFIED
OPPORTUNITIES
IN 6 MONTHS

42%

LEAD-TO-
OPPORTUNITY
CONVERSION RATE

30%

POSITIVE
CONVERSION
RATE

E sales@networksunday.com
T +44 207 754 3710
W networksunday.com



More opportunities, less work