

IT Focus Case Study - SY Limited

SY Limited was founded in 2002 as a vehicle for owner, Guy Snook, to sell his IT expertise into the SME Market Space. The company has performed consistently since incorporation and has out grown the initial expectations made of it.

The Client Challenge

SY Limited's primary objective is to scale the business by increasing its client base. This will put significant strain on resources and in particular on Guy's own time.

The Business Solution

IT Focus were introduced to SY Limited via a client referral and worked with Guy to identify the types of clients he would like to work with. IT Focus purchased data on behalf of SY Limited and since Q1 FY09 have been working that data in order to make appointments for SY for qualified opportunities in his chosen Home Counties location in companies ranging from 5-25 users.

The Business Benefits

As a small business with growth expectations the greatest pressure is on the time of the owner – Guy Snook. By working closely with Guy and understanding the technology opportunities which he is interested in, IT Focus have been able to qualify in and out of leads before engaging Guy. This has not only minimalised pressure on Guy but has also ensured a very high connect rate for meetings attended by him.

On-going Relationship

IT Focus have proved to SY Limited that they understand the target audience and are able to promote and sell SY Limited's abilities such that the leads created are very well qualified. With a strong growth objective SY Limited view IT Focus as their outsourced sales team and therefore their investment within the business can be based solely on those people who add value to their services and therefore grown their own capabilities.

