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**Driving Brand Awareness, Opportunity, and Collaboration  
for a Global Workforce Salary Specialist**

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CASE STUDY ON



## WHO IS PENDRAGON?

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Pendragon provide tailor made services that allow your business to increase your focus on your core business, without the worry of time consuming, payroll, contractor/salary management, and back office tasks. Pendragon also offer comprehensive, individually tailored contractor/salary management, visa sponsorship, and salary packaging services for individuals who wish to maximize their incomes without having to worry about the complicated administration and compliance hassles. Having been in the industry since 1998 they have had to realign their sales and marketing process on various occasions

### **Partners & Memberships:**

Some of Pendragon's key partners and memberships include major corporates in Australia, Local and Global Business chambers, OZ Migration Solutions, APSCo, and numerous small and mid-tier businesses.

## WHAT DO THEY DO?

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PenDragon look after all aspects of contractor and permanent staff payments, maximizing their income, increasing their morale and allowing them to focus on doing their jobs well through their Salary Management and TTS Compliant On-Hire Visa Services. They also remove the completed hassles that come with setting up as an independent contractor, managing tax deductions, or for interactions obtaining TSS/457 sponsorship through their Compliant On-Hire Agreement.

## THE CAMPAIGN

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*Matt Cowan Prospecting ran an initial B2B lead Management Pilot in late 2018. MCP was tasked with improving brand awareness for Pendragon which involved a strategic calling campaign targeting businesses across multiple industries, with the secondary goal of qualifying new opportunities for the Pendragon sales team.*

### **Campaign Execution**

**Initially, Pendragon were referred over to Matt Cowan Prospecting from a joint partner of both parties.** The initial discussion was very positive, with Matt Cowan Prospecting and the business owner working together to create a unique tailored value proposition that suited the core business objectives.

### **Setting up for Success**

There were several key components to the campaign management that needing addressing first, including the campaign setup, industry management, and internal process management (emails etc.) which needed to match the strict internal processes of Pendragon. - These are outlined below:

### **Campaign Strategy & Setup:**

Pendragon had not undertaken any outsourced or telemarketing projects before, so the first challenge was tackling the initial campaign strategy which included the value proposition, brand awareness initiative, realistic expectation setting, and appropriate call to actions.

### Solution:

**Matt Cowan Prospecting proposed a detailed briefing, and training session between the owner of Pendragon, and the associated BDM.** We first divided up the key offerings, and decided on the appropriate value proposition, including the call guide, and script. From there we agreed on the strategy which covered brand awareness including strict call to actions (meetings, call appointments, and nurturing lead process).

### **Industry Management**

Pendragon had recently purchased a list of target accounts to target, which consisted of several industries. It was critical that MCP and Pendragon worked together on the most appropriate go to market strategy and decide on the correct industries to target that would be most suited to the client's offerings.

### Solution:

Working closely Pendragon, MCP provided guidance and advice on the best plan of attack, in terms of which industries to target, including when and how they would be called. At the end of each month Pendragon, and MCP conducted a strategy call to discuss the feedback, which would then help the team to decide the most suitable direction ahead.

### **Attendee Distribution, and Management**

**Once the value proposition was fully understood by both parties, the next phase was to create a process in which Matt Cowan Prospecting could distribute attendees in an efficient and timely manner to the Marketing team.** Without a solid process the attendees, email requests, and qualified leads may end up being lost in the transition or followed up too late.

### Solution:

**Working closely with Adaptive Insights Marketing team, and other key stakeholders, we were able to create an effective strategy to help keep the lead / attendee management and follow up running efficiently.** Using an agreed lead distribution method with 'Matt Cowan Prospecting' where qualified attendees were added either by the BDM at MCP, or the marketing team at Adaptive Insights. All call statistics, email requests, and detailed feedback was distributed in a daily report, delivered at the end of each day of calling.

### **Process Management**

The most successful campaigns are the ones that provide strict and well laid out processes, for the client, agency, and assigned BDM's. From the very start, Pendragon stressed how critical it was to update all contact details and call note within their own custom-built CRM. This would be critical to ensure all email requests, leads, were followed up, including accurate data acquired for the monthly newsletter.

### Solution:

Prior to starting the campaign Pendragon and MCP setup strict processes which were to be strictly followed to make sure all data collected was assigned and followed up in the most effective way possible. Both parties agreed on using a detailed daily report to detail all leads, email requests, and intelligent feedback; one master excel sheet was also used, for one true source and for ease of finding information quickly.

## The Results

The assignment objectives were to a) improve brand awareness for Pendragon over several key industries within Australia, b) Generate net-new qualified leads for interest with Pendragons Salary Management Solutions, and c) nurturing of pending leads to be fed into Pendragon once qualified as a genuine lead. The team also made over 1,500 calls, with around 150+ email requests, and 7 qualified leads over the course of the campaign.

## OVERALL ASSESSMENT

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Once the 3-Month pilot campaign was complete, Pendragon and Matt Cowan Prospecting both agreed that the campaign was a success which exceeded the initial expectations.

## REPEAT CAMPAIGNS

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**Because of the great success of the first campaign, MCP and Pendragon have agreed to start a new campaign in the New Year.** The goals are to again push the brand awareness of Pendragons Services, and at the same time help to improve the overall sales pipeline, gather key intelligence, and ultimately become an extension of their sales team.



***Pendragon: Global Workforce Salary Management and TSS Compliant On-hire Company***

*“We were recommended to ‘Matt Cowan Prospecting’ from one of our key partners. The team are helping to increase my brand awareness across Australia, and at the same time qualify new opportunities for my Organisation. We are currently on our second project with Matt and the team, and could not be happier with the results I would highly recommend Matt Cowan Prospecting to other companies looking for a similar service”*



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