



Wenta

Case Study

Phone Intelligence

Grant Leboff is a highly successful entrepreneur, but he stresses that help and advice from experts have been vital to his success.

Grant was a high-flier in arguably one of the most difficult jobs there is: selling advertising space. His customers were large corporations such as Fujitsu, Sony and Hewlett-Packard, and he sold them advertisement slots in glossy publications. The minimum cost to the client was eight thousand pounds, so this was no easy ride. But Grant was consistently one of the top performers within a team of four hundred. He received many awards and was progressing fast within the company. Yet he decided to leave this success behind him and move on to set up his own business – clearly the decision of a confident man!

The reason for Grant's self-belief was that he knew he had developed a unique sales technique. He had some radical ideas about what makes people more responsive on the phone, and how best to sell to them. He had used his technique himself and seen it work time and again. One of the most difficult aspects of telemarketing is that people are nearly always on the defensive, so they try to deflect the sales person. Grant realised that his own success was due to the way he turned the situation around and enabled the potential customer to feel reassured and in control of the call. This and other insights he was having were not being echoed by any of the experts in the field of telemarketing.

Grant therefore decided to found a business based on his own, very different ideas. In September 2002 he launched Phone Intelligence, helping business-to-business companies to improve their telemarketing and generate high quality leads.

From modest beginnings, running it from the spare bedroom of his flat in Bushey, he has grown it into a flourishing concern with seventeen permanent employees operating out of two premises. He is also finalising a book, due to be published later this year, and is carving a name for himself as a popular speaker at business conferences.

One might expect someone who is clearly such an original thinker to need little outside help to realise his ambitions. Not so – Grant puts great store by the business help he has received from Wenta, who offer advice to both start-up and existing businesses. He had actually been trading for several months before he approached the Enterprise Agency. Having sought advice elsewhere, he was becoming disillusioned by the poor quality of the assistance available – often at a substantial cost.

Grant says "Michael Martin, my Wenta Advisor, has been hugely helpful and I continue to meet with him regularly. I'd go so far as to say this has made a critical difference to my success. Whereas a large company has a Board of Directors to advise the executives and bring years of combined wisdom and expertise to the company, a small business does not. Wenta fulfilled this role for me, providing an objective view and a sounding board for my ideas. Incredibly in this day and age, Wenta's ethos is to help businesses on a non profit-making basis, yet the advice given is greatly superior, in my opinion, to most of the expensive alternatives out there. No small business can afford to neglect such an invaluable resource."

Whether you're about to start a business or have been trading for some time, Wenta can provide advice and support to small and medium businesses.

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Grant Leboff
Phone Intelligence

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