SALES AND GO-TO-MARKET

Outbound sales units built, run and handed over.

Enquirer designs and runs outbound sales for companies that have grown on trade shows, referrals and a few senior sellers. After four months the client's own team owns the unit.

How growth usually runs

In industrial and manufacturing, growth usually runs on trade shows, distributors, field reps and repeat customers.

Professional and financial services firms often grow on referrals, awards and partner leads.

What Enquirer does

Enquirer runs outbound across email and LinkedIn for companies that sell to a defined set of buyers. The work covers the buyer map and data, the messaging, the sending domains and mailboxes, reply handling and reporting.

Where buyers expect to hear from a person they know, the messages go out in the client's own people's names.

Who it is built for

- Industrial and manufacturing companies
- Technology and SaaS companies
- Professional and financial services firms
- Medical and pharma companies

Enquirer takes on established B2B companies outside these sectors case by case.

Build Run Own A fixed four-month engagement.

MONTH ONE

Design

The unit is designed around the client's weak points. Buyers are mapped for each product line from verified data.

MONTH TWO

Build

The unit is built and goes live. Messages are reviewed with the client before anything is sent.

MONTH THREE

Run

Enquirer runs the unit on real numbers. Qualified conversations go to the client's team, who close them.

MONTH FOUR

Hand over

The unit is handed to the client's team with the playbook, the dashboards and a trained operator.

What the client owns at the end

- The sending domains and mailboxes
- The data and lists
- The CRM records and dashboards
- The playbook and the messaging

All of it is set up in the client's name. The trained operator moves to the client's team. An optional managed service keeps Enquirer operating the unit.

Four practices, one team

One point of contact and one accountable team for each client.

Sales and go-to-market. Outbound sales, designed and run.

AI strategy and adoption. Where AI fits, and how teams use it.

Bespoke software builds. Software around a client's sales process, from CRM tools to daily rep briefings.

Media and authority. Business Enquirer, the group's own publication, features client firms, with PR and video alongside.

Selected client work

> “ECG and Enquirer AI helps us identify the right people and start the conversation in a much smarter way.”
>
> **Tim Rath**
> Chief Operating Officer, Innovative Radiology

Innovative Radiology MEDICAL AND PHARMA

Enquirer built and ran a full outbound channel for a US imaging parts and service supplier, reaching procurement, imaging and clinical engineering buyers.

Innovative Radiology reports a record growth year.

Digica TECHNOLOGY AND SAAS

Enquirer ran outreach to engineering leaders at chip and device companies, in the names of Digica's CEO and sales leads.

BOY Machines INDUSTRIAL AND MANUFACTURING

Enquirer ran outreach for a US distributor of injection molding machines, sent in each field rep's own name on their own territory.

RMB Exchange PROFESSIONAL AND FINANCIAL SERVICES

Enquirer ran outreach to fixed income desks, economic buyers and reporting teams at asset managers in London and Singapore.

Talk to us

The Enquirer team
team@enquirerconsulting.com

Work starts with two conversations about how the client grows and where growth stalls. Each engagement is scoped to the client's weak points, and the proposal is presented on a call.

Book a call
cal.com/ecg

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