



## Managed Services

This tailored package will secure your company's desired results but for realistic value for money!

Managed Services offers a mix and match of either two or three of the Elements to suit your business. Individually the Elements are great, but combined, they are highly successful. Our managed services are very popular, delivering brilliant results.

## What else?

Not found what you are looking for? Hayward Miller also offers a range of other services, including product launch, coaching, training and mentoring. However you want to grow or improve your business, we are here to help you.

## Benefits

Choosing Hayward Miller ensures you not only receive our great depth of knowledge and understanding, but also, our vast pool of experience that is shared across all the company.

We do not offer only a sales person; we provide our entire team to develop your company.

We deliver proven results within strict cost and time restrictions so your business goals become a reality, whilst keeping your outgoings to a minimum.

Hayward Miller is a professional organisation.  
Smart, methodical and prepared –  
offering excellent communication.

## Our Values

**Outperform** – We outperform the competition and our clients' expectations.

**Results-Driven** – Measuring our success through our clients' achievements.

**Unique** – In our vision and the way we conduct our business.

**Pride** – We take pride in ourselves, each other and our work.

**Belief** – We believe in our clients and their business.

## Contact Us

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“Working with industry towards a profitable and successful future”



## What do Hayward Miller offer?

Best described as an “outsourced sales company”.

We offer three main Elements

- Market Research (mr)
- Telemarketing (tm)
- Business Development (bd)

Together these are known as Managed Services (ms) – a complete sales solution package.

We work on behalf of our clients for a set number of days per month. These numbers of days are based from the goals and targets your company wants to achieve.

As backing support, Hayward Miller effectively becomes an extension of your sales team, utilising your email addresses and business cards.

We work on the basis of a day rate. Once you have agreed the objectives, we arrange a contract to suit your budget and requirements. Every client is treated individually – your aims are listened to thoroughly and a bespoke package is created, specific to your needs.

## Market Research

Market Research helps discover new areas of growth and advises how best to break into new markets. It can also assist in understanding your customer intelligence, assessing your strengths and weaknesses whilst sourcing potential customers.

We offer:

- Database Generation
- Market Strategy
- Competitor Analysis
- Research Interviews
- Questionnaires
- Focus Groups
- Contract Opportunity Identification

## Telemarketing

The Telemarketing team loves speaking to people – they make the calls you hate! Telemarketing is used to generate initial contact, follow up on leads and raise brand awareness with your potential customers. We provide:

- Lead Generation
- Appointment Making
- Telemarketing Scripts
- Brand Exposure
- Customer Support
- Upselling

Market Research

Telemarketing

Business Development

## Business Development

Business Development is a role beyond simply sales. At Hayward Miller, we ensure a greater depth of capability, which involves:

- Developing new business for clients through networking, contacts and tenders.
- Creating the sales pipeline
- Utilising our broad network of contacts
- Manning exhibition stands and attending industry events to positively promote your business
- Visiting potential customers and viably pitching your company

“I would recommend Hayward Miller to any company needing trustworthy support within your chosen sector.”

Managing Director for Fraser International