Shortlist MARKETING

About Us

Shortlist Marketing is a B2B telemarketing and lead generation company based in Nottingham. We thrive on creating intelligent and integrated campaigns that generate real results and value for our clients. For us the telephone is at the centre of all successful B2B lead generation activity, and our staff are great with it.

Testimonial

Lead Generation Data Sheet

Why Lead Generation?

Effective B2B Lead Generation is vital to the success of any business. Not only does it bring in a steady stream of leads, it also provides you with a pipeline filled with opportunities for both present and future sales.

B2B Lead Generation is all about communicating to the right people at the right time with the right message. In many ways, it has changed over the last decade with the rise of digital marketing and the likes, but the fundamentals are still the same – understanding your target market and communicating with them effectively.

Our Approach

Depending on your needs, we can mix and integrate both traditional and modern methods to create innovative lead generation campaigns that will give you a pipeline of qualified sales opportunities for both the present and future.

You're trusting us to represent your brand, so it's not only imperative that we put great experienced staff on your campaign, but it's vital that we both invest the time and effort in training our staff on your products/ services, company and market(s).

Our Staff

The key to us is the right people. The average age of our callers is 46, all of whom have sales, industry or commercial experience. This approach ensures that we can understand your target market(s) and create engaging content that will be of interest to them.

Our Customers

We have many years' experience of quality telemarketing across a wide range of companies and industries including:

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