



Helen Johns BA
Managing Director

Prior to launching **RESULTS Department**, Helen spent ten years as Business Development and Marketing Manager with Haines Watts, a leading firm of accountants and business advisers. Her previous career included over 20 years in sales and marketing within the publishing industry.

Amongst the qualities that Helen brings to any assignment are first-class strategic planning and project management skills, strong research capabilities, innovative thinking, editorial skills, and the ability to hit the ground running. Helen is also a linguist and besides her native English has expertise in French, German and Spanish.

With a successful track record and valuable experience in B2B sales and marketing, Helen can help your business achieve the results you seek through cost-effective sales and marketing initiatives that make a real contribution to the bottom line.

RESULTS Department

Effective Sales and Marketing

For more information or to arrange a free consultation please contact Helen Johns

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RESULTS Department

Effective Sales and Marketing



www.resultsdepartment.com

Who Are We?

Effective sales and marketing is vital for the success of any business. **RESULTS Department** delivers a practical, pragmatic service, designed to help you maximise customer retention and win new business. This means your business will be in a stronger position to face the future. **RESULTS Department** will help you achieve more goals and deliver additional profit to the bottom line.

RESULTS Department was founded by Helen Johns, a dynamic sales, marketing and business development professional, with a passion for excellence and an enviable track record of success across a variety of business sectors.

Who Do We Help?

RESULTS Department works with businesses large or small that want to differentiate themselves and gain a competitive edge. We do not specialise in just one sector and can help you, whatever your product or service. We work with company boards, management teams and in-house sales and marketing groups. Types of organisation we can advise include:

- **Established businesses in any sector**
- **Businesses launching new products or services**
- **Partnership businesses**
- **Subsidiaries of overseas-owned companies**
- **Not-for-profit organisations & charities**
- **Public sector enterprises**
- **Professional services firms**

What Can You Expect From Us?

RESULTS Department focuses on you, the customer, and our service is tailored to meet your needs. We can work with you flexibly on one-off projects or on longer-term assignments. Either way, you will find us dependable and committed to helping you achieve your goals.

We offer every new customer a free consultation, so you can discuss your project face-to-face with us. This means that we are able to make a realistic assessment of your sales and marketing needs. The work we carry out is either done directly by us or using our network of partners, whenever additional expertise is required. **RESULTS Department** will coordinate all activity on your behalf.

With **RESULTS Department**, you get a cost-effective service that's agreed with you at the outset, avoiding hidden extras. Our approach is based on honesty and integrity, establishing a good rapport with our customers, and keeping in touch throughout. All the work we do for you is implemented in accordance with your instructions.

"One of the few people I've worked with who has the experience and skills to really understand the bigger picture. Helen's commercial awareness and practical understanding of business development will have a positive impact on any organisation's revenue."

David Osrin
Principal

Professional services consultancy

What Services Do We Provide?



RESULTS Department offers a broad range of sales and marketing services and does not specialise in one niche area. These are some of the services we can deliver:

- **Sales & Marketing Planning**

Market research, reports & surveys
Sales & marketing strategies, building campaigns, new product launches

- **Writing & Presenting**

New business presentations, proposals, tender documents
Direct mail, creating sales letters
Newsletters, product leaflets, corporate literature, print management

- **e-Communications**

e-marketing, e-newsletters, e-zines
Advice on website development

- **Response Generation**

Telemarketing & appointment-setting
Telephone research & data verification
Advice on CRM and database management

- **Event Management**

Venue finding and sourcing speakers
Staging & managing seminars, workshops and exhibitions
Corporate hospitality
Sponsorship

- **Troubleshooting**

Interim management
Outsourced services