

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

**Bolt's Sales Director
Tom Fender said**

“We chose Shortlist for our sales loss analysis because they had the expertise to give us promising results. The team understood our requirements and were dedicated to getting the job done effectively!”

Sales Loss Analysis Data Sheet

Why Sales Loss Analysis?

Sales loss analysis helps you understand why you lost a sale and prevent the same thing from happening again. By de-constructing how you sell your products/services, you can see exactly what happened in your sales process and where a sale was lost.

It allows you to benchmark your sales process against your competitors and re-connect with lost prospects for new projects. If you improve your sales process, your customer retention will also improve.

Our Approach

Our Sales Loss Analysis strategy is simple yet effective: our experienced sales staff speak to your ex-prospects. Because of our independent stance, we can get real, honest feedback from their point of view and understand where and why they felt the sale fell.

Our team can provide feedback on the whole sales process, from the behaviour of the sales person to the amount of information given to the potential client.

Our Staff

We've got years of experience and expertise in sales loss analysis. We'll stay by your side throughout the whole process, so if you've got any concerns or queries, we're always here to help.

With an average age of 46, our sales team have many years' worth of industry knowledge and experience, so they can assist you in your journey to capturing more leads and closing more sales.

Our Customers

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

