

Reference for Amy Parcell

To Whom It May Concern

Amy works with Scott Bradbury as an independent business development and telemarketing professional. She is more than a 'telesales' operative because she takes time to learn about our business and to understand the context of the calls. She thinks about what she is doing.

I first appointed Amy following calls she made to me about other services provided by her business partner. Although my initial interest in the latter didn't evolve, I was so impressed by the way Amy had contacted me - being persistent without being irritating - that I decided to try her out on calls to our UK customers and prospects. That was in November 2016 and Amy has been working regularly with us since then.

The work Amy does for us is primarily either telephone outbound calling or lead sourcing and researching. I do not ask Amy to write to our customers or prospects and feel that her strengths are primarily in talking with people, ascertaining who is the optimum contact and finding out information useful to the sales process - such as decision-making processes, timescales, budgets. She arranges appointments with the appropriate people and promotes attendance at our taster events and courses. Amy also works with us at exhibitions, greeting visitors to our stand and engaging them in worthwhile discussions.

Amy is very personable and easy to work with. She has a very strong work ethic and is entirely trustworthy. Her own office facilities are equipped with the tools she needs to work efficiently and Amy's organisational skills mean that she keeps on top of projects and manages her time effectively.

Although she works as an independent freelancer, Amy is very much part of our Scott Bradbury team and is involved in online team briefings and reviews of activity. This enables her to see how her work complements our other promotional activities. Amy is popular with the rest of our in-house team and works well with different individuals, depending the requirement of specific projects. I feel very comfortable recommending Amy Parcell for the roles described above.

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