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Acol Cleaning & Hygiene Ltd

CASE STUDY

How Acol Cleaning Solutions Built a Consistent Predictable Sales Pipeline

85% High-Quality Opportunities and 18 Months of Sustainable Pipeline Growth.

85%	18+	Consistent Pipeline
High-Quality Opportunities	Months Partnership	

Paragon Marketing supports Acol Cleaning Solutions move from inconsistent sales peaks and troughs to a steady flow of qualified B2B opportunities - improving forecasting, increasing conversions and supporting long term growth.

B2B LEAD GENERATION | TELEMARKETING | APPOINTMENT SETTING

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About Acol Cleaning Solutions

Acol Cleaning Solutions is a commercial cleaning provider working with organisations that need reliable, professional cleaning services across a range of sites.

Like many B2B service businesses, Acol's growth depended on getting in front of the right decision-makers at the right time.

Their ideal sales opportunity was an on-site meeting with a facilities manager or site decision-maker, allowing the Acol team to walk the premises, understand requirements and produce a tailored quote.

Acol provides contract cleaning services across a wide range of commercial environments, from offices and retail spaces to industrial and specialist facilities.

Contract values varied significantly from smaller annual contracts of £2,000 per month through to larger opportunities worth £100,000+ per year.

Focus

Getting in front of the **right people.**

By securing the right conversations with the right decision-makers Acol can assess needs properly, build strong relationships and deliver proposals that win.

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The Challenge

Despite providing an excellent service, Acol Cleaning Solutions experienced ongoing challenges in generating a consistent flow of qualified B2B opportunities.

Internal activity and existing marketing efforts resulted in irregular pipeline, unpredictable sales cycles and inconsistent opportunities - limiting growth and making forecasting a challenge.

> We'd used a couple of other lead generators before and they were all talk and didn't deliver.

KEY ISSUES

Irregular Pipeline

Leads came in peaks and troughs, making forecasting and planning difficult

Hard to Reach

Limited access to the right decision-makers within target organisations

Time Drain

Sales team spent too much time on low-value activities instead of closing deals

Missed Opportunities

Lack of proactive outreach meant new business and expansion opportunities were being missed

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Our Approach

We designed a tailored outreach and appointment setting strategy focused on reaching the right people, starting meaningful conversations and creating a predictable pipeline of high quality opportuntities

Our multi-step approach:

01

Defined the Ideal Customer Profile
Like many B2B service businesses, Acol's growth depended on getting in front of the right decision-makers at the right time.

02

Built a Targeted Outreach Strategy
We crafted a tailored messaging framework that spoke directly to the challenges and priorities of facility and operations leaders.

03

Qualified Conversations & Appointments
We engaged prospects in meaningful conversations and booked high-quality on-site meetings for the Acol sales team.

04

Continuous Optimisation
We tracked performance, refined our approach and focused on what drove the best results over time.

What We Did

Acted as an extension of Acol's team, representing their brand professionally and consistently.

Focused only on decision-makers with the authority to move projects forward.

Opened conversations that positioned Acol as a trusted partner, not just a supplier.

Delivered a steady stream of high-quality meetings with the right people.

Provided clear reporting and insights to support forecasting and strategic planning.

Our goal was simple: get in front of the right people, start the right conversations and build a consistent pipeline of opportunities that drive growth.

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The Results

Our partnership with Acol Cleaning Solutions delivered measurable results, creating a **consistent** and **predictable pipeline** of high-quality opportunities.

85%

High Quality Opportunities

The vast majority of opportunities met Acol's ideal customer profiles and authority criteria

18+

Months of Sustainable Pipeline

A consistent flow of opportunities that supported long-term growth and forecasting accuracy.

100+

High Quality Meetings Booked

Meetings with key decision-makers across targeted sectors and geographies.

Time Savings

Freed up Acol's internal team to focus on closing deals, not chasing prospects.

Stronger Relationships

Built trust with key decision-makers, positioning Acol as the preferred partner.

Predictable Growth

A reliable pipeline allowed for better planning and confidence in future revenue.

Improved Efficiency

A streamlined process from outreach to meeting, delivering maximum impact.

> "Paragon Marketing became a true extension of our team. They understand our business, speak to the right people and consistently deliver high-quality opportunities that turn into real business."
>
> Director, Martin Grainger - Acol Cleaning Solutions

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Conclusion

Through a strategic, multi-channel outreach and appointment setting approach, Paragon Marketing helped Acol Cleaning Solutions build a consistent and predictable pipeline of high-quality opportunities.

A True Partnership.
Real Results.

We don't just book meetings, we become an extension of your team, focused on conversations that matter and opportunities that drive growth.

The Paragon Difference

Specialist Expertise
We specialise in B2B lead generation appointment setting and telemarketing

Focused on Quality
We focus on meaningful conversations that drive measurable results.

Measurable Impact
Predictable pipeline and reporting you can rely on.

True Partnership
An extension of your team, aligned to your goals.

Ready to Build Your Pipeline?

Let's start conversations with your ideal clients and drive real business growth

Let's Talk →

Trusted B2B pipelines generation for ambitious **growth-focused** businesses