



CASE STUDY.....

How RM Boulanger Achieved an 8:1 Return on Investment

Turning Targeted B2B Telemarketing into Qualified Appointments, Signed Contracts and Long Term Business Growth.

Through a tailored B2B telemarketing partnership, Paragon Marketing helped RM Boulanger connect with prospective customers, generate valuable sales conversations and convert opportunities into high value contracts.



8:1
Estimated ROI



36+
Prospects Meeting



5+
Contracts Signed



WEBSITE
VISITOR
TRACKING



TELEMARKETING



APPOINTMENT
SETTING



About **RM Boulanger**

RM Boulanger is a specialist provider of fiscal representation and customs services, helping international businesses meet their VAT and regulatory obligations across Europe.

With extensive expertise and a deep understanding of local requirements, RM Boulanger supports companies in navigating complex compliance challenges, enabling them to trade confidently and efficiently in multiple European markets.



Specialist Expertise

Fiscal representation and customs services across multiple European jurisdictions.



Supporting International Businesses

Helping companies meet VAT and regulatory requirements in complex and changing markets.



Established Reputation

A trusted partner for businesses operating or expanding in Europe.



Trusted Global Partner

Providing specialist knowledge and practical support to ensure customers can trade with confidence.



Operating Across Europe

RM Boulanger works with businesses of all sizes, from small and medium sized enterprises to large international organisations, providing tailored solutions to meet their VAT and customs obligations.

Its services cover multiple European countries, helping customers manage compliance, reduce risk and focus on the growth of their business.



The Challenge

As a specialist provider of fiscal representation and customs services, RM Boulanger operates in a highly technical and regulated market where reaching the right decision-makers can be challenging.

Although the business had an established sales team, limited time and resources made it difficult to consistently engage every potential customer.

The complexity of its services also meant that traditional prospecting methods were not always effective. RM Boulanger needed a more tailored approach to telemarketing that could communicate its expertise, identify genuine opportunities and support its existing sales function.

“As a sales team, you are limited in your resources, in your time. And I would say that it's also a different approach when you approach prospects on that particular moment of their journey. It's not the same as we're used to approach people.”

Artur Sarkisian, Sales Director, RM Boulanger

A specialist service with complex sales challenges



Specialist Services

Complex fiscal and customs expertise across multiple European markets.



Limited Sales Capacity

An established sales team with limited time for additional prospecting.



Missed Conversations

Not always reaching the right decision makers through traditional prospecting methods.



Need for a Tailored Approach

A more specialist telemarketing approach to identify and engage genuine opportunities.

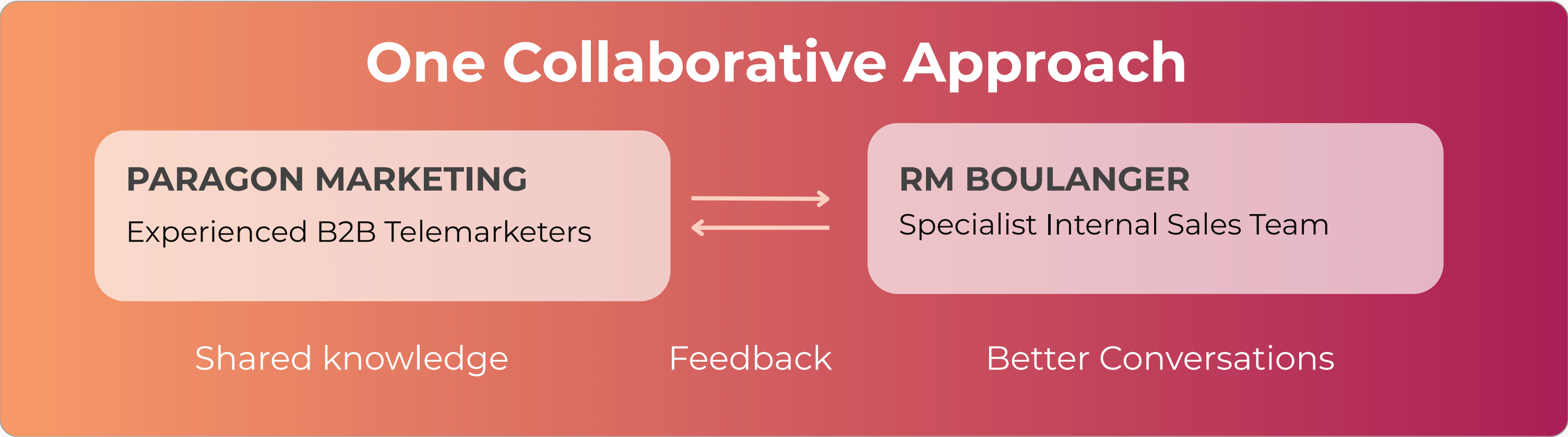


Our Approach

More Than Telemarketing. An Extension of the Sales Team.

Paragon Marketing delivered a tailored B2B telemarketing strategy designed to generate qualified sales conversations while complementing RM Boulanger's existing sales function. With a complex and highly specialised service offering, understanding the business was essential. Paragon's experienced telemarketers worked closely with RM Boulanger to develop their knowledge of its fiscal representation and customs services, target customers and commercial objectives.

Through ongoing training, open communication and a flexible approach, the partnership evolved into a fully collaborative relationship, with Paragon Marketing's telemarketers representing RM Boulanger confidently and professionally.



- 01

Specialist Knowledge
Taking the time to understand RM Boulanger's services, customer requirements and the complexities of operating across European markets.
- 02

Tailored Conversations
Adapting the telemarketing approach to each prospect, ensuring conversations were relevant, informed and focused on genuine business needs.
- 03

Close Collaboration
Working alongside RM Boulanger's internal sales team, with ongoing guidance, feedback and support to continuously refine the approach.
- 04

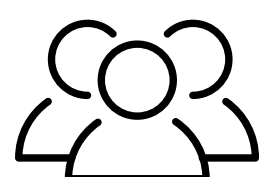
Qualified Appointments
Opening doors to new commercial opportunities by arranging prospect meetings for RM Boulanger's sales specialists to progress.

The Results

Paragon Marketing's tailored B2B telemarketing activity helped RM Boulanger connect with prospective customers, generate qualified sales conversations and develop new commercial opportunities.

Across two campaigns spanning approximately five months, the partnership resulted in more than three dozen prospect meetings, multiple fee proposals and new customer contracts.

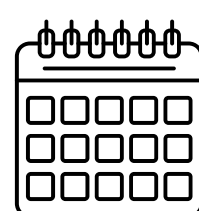
The activity also delivered a strong commercial return, with RM Boulanger estimating an 8:1 return on its investment in Paragon Marketing's services. Several of the new agreements have the potential to generate ongoing revenue through long-term customer relationships.



36+

Prospect Meetings Arranged

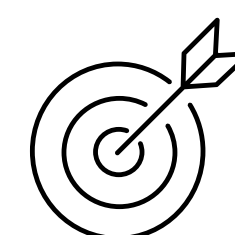
Paragon Marketing arranged conversations with prospective customers, creating valuable opportunities for RM Boulanger's internal sales team to explore customer requirements and progress potential new business.



Multiple

New Contracts

The campaign contributed to several signed customer agreements, including a significant contract covering multiple services across several European jurisdictions.



8:1

ROI

RM Boulanger estimated that its investment generated an eightfold return, demonstrating the commercial value of targeted telemarketing and qualified appointment setting.

“Paragon Marketing adapts to your needs, adapts to your products, and even if possible, adapts the people that work with you so that the outcome would be the best possible.”

Artur Sarkisian,
Sales Director, RM Boulanger

Beyond the Initial Appointment

The results of the campaigns showed RM Boulanger what could be achieved with a dedicated telemarketing team that understood its business.

For a company providing specialist fiscal representation and customs services, winning a new customer can lead to years of ongoing work. Many agreements involve recurring services, so the return from a successful prospect meeting is not necessarily limited to the first contract.

Just as importantly, Paragon Marketing's telemarketers became familiar with RM Boulanger's services and the types of businesses it supports. Regular communication with the internal sales team helped them adapt their conversations and represent the company with confidence.

Why the Paragon Marketing Approach Worked

Specialist Product Knowledge

Paragon Marketing's team invested time in learning RM Boulanger's services and understanding the requirements of businesses trading across Europe.

A Flexible Approach

Rather than following a standard script, telemarketers adapted their conversations to each prospect's business and circumstances.

Close Sales Team Collaboration

Ongoing training, feedback and communication helped Paragon Marketing operate as an extension of RM Boulanger's internal sales function.

A Focus on Contracts, Not Just Calls

The objective was not simply to fill the diary with appointments, but to introduce prospective customers who could develop into new business.

Ready to Generate More Conversions?

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

Get In Touch



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