

INSIGHTS

Charitable Educational Services

By Leyla Hussein • 10 August 2018



Every so often we take on a client whose work I find genuinely easy to get behind, and this one is a good example.

About Our New Client

Our new client is an educational not-for-profit charity made up of qualified, highly experienced secondary school teachers, all with a proven track record. Their aim is to improve grades for students between the ages of 13 and 19. They provide expertise across a wide range of qualifications, including KS3, GCSEs, and AS and A2 level, offering students one-to-one tutoring or seminars outside school hours.

Their real selling point is the reassurance they give parents about the quality of teaching. Class sizes are small, usually fewer than six students, progress is monitored constantly, and a screening process is used to identify each student's strengths and weaknesses. All of it comes with a Grade Guarantee: if a student does not improve significantly, the company offers a full refund of the tuition fees. Their experts cover a wide array of subjects, including:

- Maths
- English
- Physics
- Chemistry

- Biology
- History

Every student begins with a diagnosis and assessment, where a specialist analyses their current educational profile, offers tips on how to learn successfully, and coaches them on handling different situations in a school environment. The specialist also answers any questions or worries a family might have about the service.

How We Are Helping

Hayward Miller's team has been working on the client's behalf to maintain relationships with their customers. We have become an extension of their [salesforce](#), equipped with branded emails and a real grasp of their values, beliefs and brand, so that everything stays consistent. Our [telemarketers](#) are experts at delivering great customer service, [building relationships](#) and keeping an eye across the whole project.

If you would like to know more about our client and their guaranteed results, contact the team at Hayward Miller. Call 01842 777 760 or email contact@haywardmiller.co.uk.

Ready to grow your sales?

Hayward Miller is your outsourced B2B sales team, generating leads, booking meetings and winning business for you.

Contact us today on 01842 777 760 or visit haywardmiller.co.uk