

LEADERSHIP & CULTURE

Q&A with MD Andy Hayward.

By Dan Wright • 11 March 2022



It's a sunny Thursday afternoon and we are sat down with Managing Director Andy Hayward to ask him 10 questions about working here at Hayward Miller, a Q&A if you will. Andy founded the company in 2010 so he knows a thing or two about Hayward Miller. So let's not waste any time and dive right in...

1) How many years Telemarketing experience do you have?

I have 26 years Telemarketing experience.

2) Sum yourself up in one word

Exceptional!

3) What drives you in your role everyday?

The need to do better and the need to prove to myself that I am exceptional.

4) Name a past success story of yours here at HM, how did you feel? What did you do that was successful?

Hayward Miller was recommended to a Norwich based company. I met with the CEO and MD and we sent a proposal to get them sales. They said we were “too expensive”, and the client then spent 18 months dealing with two other “cheaper” telesales companies who never achieved a sale. They came back to us and asked if we would still take on the project. As we were already busy with eleven other projects, we had to delay the start date. When the project started, I was the only TM available. After three months there were no sales. The customer was getting stressed as they did not understand that 80% of sales are made on the 5th to 12th contact. (In their chosen sector it was 19th to 26th contact) we kept pushing forward and the customer received £1.63 million of sales by the end of the seventh month!

5) If you had to narrow it down to one thing, what do you most look forward to when you come into work?

Oh that's easy Working with the [Hayward Miller team](#). They are a great bunch of dedicated people. We all have a laugh but work hard too. It's a great mix.

6) Do you enjoy working for multiple clients? Why is this?

I love working for multiple clients. You meet wonderful people, learn about such a diverse range of businesses. I have sold hovercraft, blood fridges, large, tracked vehicles (!), software, SCADA automation systems (control large factories/ships/mines/and much more). We have worked for 137 companies over the last eleven years, and we have been working for clients for over four years, working project to project. Another client has tasked us to work on nine projects over a three-year period.

7) Do you think the role of a telemarketer is often stereotyped due to cold calling? How does this make you feel?

It is stereotyped but for good reason as I absolutely hate cold callers. It frustrates the hell out of me. Why did they not do their homework? They are wasting my time and their own. Here at Hayward Miller we qualify the call before you make it. We make it a warm lead!

8) What do you think makes a good Hayward Miller employee?

A good employee has the same [culture and values](#) as the rest of Hayward Miller. Take responsibility for what you do, treat others with respect and courtesy. Do what you said you were going to do, and own it.

9) Why should people come and work with us?

They will get to work with an experienced team of individuals who enjoy the work they do. They will get the opportunity to progress if they prove themselves capable of more than the job they were employed to do. The business is growing which creates opportunities for promotion.

10) What would your advice be to anyone looking to join HM?

Have a Look at our website first. What elements/business streams do we offer services for? Help us by telling us what you are good at, and, what you are not good at. Ask for our culture and values statement. If this is not you stop here! If you get this far, be prepared because we will call you for a brief telephone interview. The next step would be a face to face. We are

looking for people that can talk to other people and hold a conversation. Do not be disappointed if people do not want to buy what you are selling but be prepared to keep trying.... 80% of sales are made on the 5th to 12th contact...

So there we have it, ten questions with an experienced telemarketer and boss of our company. If this blog has connected to your inner salesman, then this could be the perfect opportunity for you. We are keen to add to our growing team and would love you to be a part of the Hayward Miller Journey. You can view and apply for the roles by [clicking here](#).

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