



Spotlight on the OTTAWA CHAMBER OF COMMERCE



“Circumference Technology Services, Inc.’s business development professionals are increasing awareness of the Ottawa Chamber, explaining the value we bring to the business community, and diversifying our membership base. Circumference is a reliable and responsive business partner.”

—Erin Kelly, Executive Director, Ottawa Chamber of Commerce

The Challenge

The Ottawa Chamber of Commerce set aggressive goals to grow and diversify its membership base.

The Solution

Partnering with Circumference enabled the Ottawa Chamber to leverage the expertise of business development professionals via an outsourced model.

The Results

- Increased awareness of the value the Ottawa Chamber brings to the business community by way of phone calls, emails, newsletters, and broadcasts to contacts
- Developed a high-integrity database of prospective member companies who will be nurtured regularly
- Delivered marketing feedback that the Ottawa Chamber used to continually improve benefit offerings to the membership base

Business development services needed

In 2009, Erin Kelly, Executive Director of the Ottawa Chamber of Commerce, spearheaded a rebranding initiative that would improve the relevance of the Ottawa Chamber to the approximately 20,000 organizations that reside in the Ottawa business community. One of the goals of the rebranding initiative was to increase the number of members, as well as fill in some industry representation gaps, namely high-tech, clean-tech, and life sciences.

The Ottawa Chamber had a small staff and Erin felt it would be more economical to outsource member recruitment to a firm that could put more feet on the street, as well as focus exclusively on member recruitment.



“One of the firms we interviewed was Circumference Technology Services, Inc. We chose Circumference because it was very clear that they understood the process of engaging prospects, building relationships with prospects, and providing them with the right information at the right time in the membership sales cycle,” explained Erin.

Validating the value proposition

For the first couple of weeks, Circumference’s business development professionals called members who did not renew in 2009. The objective was to understand why the company did not renew their membership and, in the process, communicate benefits of membership that were relevant to a small, medium, or large company. This step enabled Circumference to validate value propositions, gain confidence in communicating them, as well as gain comfort in responding to queries.

Prospect-nurturing delivers results

Business development means exactly that—developing a relationship over the long run. Circumference uses phone calls, emails, broadcasts, newsletters, and more to continue the conversation with prospects. “I trust Circumference—they know their business,” says Erin. “Plus, they are proactive in suggesting ways we can improve, whether it’s enhancements to our website or going to events.

Outsourcing business development services benefited the Ottawa Chamber in more ways than the obvious

In addition to the obvious benefit of putting more “feet-on-the-street” to increase memberships, the Ottawa Chamber realized additional benefits of outsourcing their requirements to Circumference:

- Targeted approach to increase brand awareness and communicate the value proposition to small, medium, and large organizations
- Developed a high-integrity database of member companies and prospective member companies
- The ongoing data entered into the database is a source of market intelligence
- Partnering with an experienced company reduced the learning curve to get a business development program up and running
- The Ottawa Chamber assumed no capital expenditures for customer relationship management technology or uniquely-required phone technology
- The Ottawa Chamber assumed neither headcount increase, nor the need for extra office space

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