



## Case Study

# Freeing up time to focus on revenue generating activities

### SUMMARY

ConnXess, has significantly transformed the professional life of Ian Preston and IJP Consultancy. In his pursuit of efficiency, Ian considered outsourcing certain tasks to strike a balance between busy and productive, recognising that delegating responsibilities could enhance overall workflow and effectiveness. Through a tailored approach to business support, ConnXess has not only saved time, money, and headaches but has also empowered Ian to focus on revenue-generating activities.

### SOLUTIONS

ConnXess stepped in with a strategic and hands-on approach to tackle the challenges head-on. Their expertise in various areas, including CRM management, email marketing, and process improvements, allowed IJP Consultancy to offload these tasks confidently. By taking the initiative and proactively handling responsibilities, ConnXess ensured that nothing was too much trouble and nothing was left behind.

### BENEFITS

#### Benefit One

**Time and Cost Savings:** Efficient handling of tasks enabled Ian to save significant time and resources.

#### Benefit Two

**Initiative and Proactivity:** The proactive approach in taking the initiative without constant supervision showcases a commitment to Ian's success.

#### Benefit Three

**Focus on Revenue Generation:** By alleviating Ian of non-core tasks, ConnXess empowered him to concentrate on the aspects of his work he enjoyed the most.

#### Benefit Four

**More Chilled:** Ian now has the work life balance he had been striving for.



IJP Consultancy provides business coaching and training helping you generate more sales  
[ijpconsultancy.co.uk](http://ijpconsultancy.co.uk) - 07504 056368  
[info@ijpconsultancy.co.uk](mailto:info@ijpconsultancy.co.uk)

### Challenges

Before engaging with ConnXess Ian grappled with various time-consuming tasks and responsibilities, including CRM management, email marketing, lead follow-ups and presentations. These tasks not only took away valuable time but also created unnecessary stress and hindered the focus on revenue-generating activities.



ConnXess takes away all the crappy things that I either hate doing or don't know how to do. She allows me to concentrate on the things that I enjoy doing and that bring in revenue.

**Ian Preston**  
IJP Consultancy

