

WHAT CLIENTS SAY



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PRETTY CHUFFED

We're very proud of feedback from our clients.
Read what they say and really get to know us.

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It's extraordinary what you've done in the time.

Coronavirus created the need for an online home workplace safety audit. We'd just about completed it and needed content created like yesterday. We gave you links to the WHS legislation and a GUI screenshot and had a quick call about the product.

In less than a day, you wrote a LinkedIn article and blog post that explained the urgency of the problem and how we fix it, backed up with quotes from industry sources. The first draft was 99.9% correct. Within another 24 hours you created a media release and product overview which needed no changes.

Sure, we don't want frantic requests like this. When we do, it's great to have a marketing team we can count on, who knows us so well you can just create stuff.

Tony Heitmeyer
Managing Director, CIBIS

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The transformation of our marketing is astonishing.

Beforehand we said we were in Cyber Security and just about everyone says that. It's now clear that we're in secure collaboration and our strengths are crystal clear too.

The amount and variety of content you created including a brand-new website was impressive, especially in the time frame. The processes have worked exactly as you said, too.

Richard Cousins
Chairman, CommandHub

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OUR RESULTS

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In the first 4 weeks we got one genuine prospect with whom we have since engaged, and one potential partner whom we've since confirmed.

As the targeted database grew, so did the number of contacts being qualified. The system now routinely spits out a lead a week.

Peter Woollacott
CEO, Huntsman Security

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You opened my eyes to what professional, buyer-centric selling is all about and your strategies and processes are easy to use and a better experience for our prospects.

We now focus only on prospects who will be successful with our software and we know how to handle those who don't quite fit the mould.

Jacqui Jones
CEO, Way We Do

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This is impressive. Engagement's up 7 fold and we've got a bunch of vertical collateral for the website in a few weeks. Great going.

Phil Jacobs
Marketing Manager, Intelledox

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OUR RESULTS cont.

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It was an absolute pleasure working with Tech Torque.

Matthew and his team took on the role of recruiting and training our new Business Development Manager. Not only did we see a massive increase in sales over this period, the recruiting and onboarding/coaching processes streamlined our business.

Scott Rogers
CEO, Compliance Learning Resources

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We took on this project expecting that if we gained one big lead, that would be good.

With this number of high value leads, we were more than pleasantly surprised!

Nathan Harman
Managing Director, Zetta Group

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We're engineers not marketers, so it was fascinating to see your team turn our spec sheets into an eye-catching website and collateral that actually say what we do.

The website has also attracted more leads in its first 5 weeks live than the old website did in 2 years.

Aaron Maher
Managing Director, Procept

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OUR PROCESSES

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We thought we needed a quick website update, but following the process showed us we hadn't considered our competitors, how our customers see us and what markets we're best suited in.

Now the website's been completely redone, including new functions. We're now focusing on just one market which suits our channel model and is getting better results faster.

Nick Power
Managing Director, ZettaNet

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These processes are impressive.

Tech Torque creates a template for each new type of content, say a Use Case or a Case Study. We fill it in with our own words - and what comes back in a few days is a transformation.

Because the process is so tight, the first draft is usually very close to the mark and the quality of the finished resource is exceptional.

Greg Armstrong
CMO, Emagine

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The last consultants we used cost us a lot of money and gave us nothing of any value. We gave them a good chance too.

The initial roadmap process from Tech Torque was more valuable than anything we gained from them or any of the others.

Sam Forbes
CEO, 6YS

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OUR PROCESSES cont.

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We used to give as much possible to prospects, but we were working too many hours for too few results.

We now have simple sales processes which are easy to use and a much better experience for prospects, too.

Buyer-centric selling is a completely different approach.

Jacqui Jones
CEO, Way We Do

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I'm very glad we chose to invest in outsourced services rather than a new BDM, who would have just kept doing what we were doing.

This new approach is a complete, logical system that delivers fast, sustained business growth.

We could never have done this ourselves. We don't have the experience to know about processes like these.

Paul Gapes
General Manager, PDS

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We're mighty impressed with your methodology. What you've done is exactly what we've needed for a very long time: explained what we do in plain English.

We've needed an overhaul like this for years. It's terrific to read our content and see how clearly it is what we do.

The content suite is impressive and so are the processes to create it and get it out to market. We could never have done this in-house.

Sue Ransom
Executive Director, CommandHub

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OUR PEOPLE

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Matthew is a Tech Sales Guru through and through.

His expertise, understanding and ability to measure, and (vitaly) improve sales get results is highly impressive. He's also a top guy and a very generous human being.

Tom Wren
Managing Director, TCWC

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Tracey is an absolute genius at this.

Being from a technical background, she focuses on the practical problems a technology solves, seeing them through the eyes of buyers. She has an uncanny ability to translate complex technical jargon into business benefits that buyers really get.

Tracey's a bit of a process nut, too. She's codified all this into a set of processes and tools that her team now uses. Pretty smart.

Paul Howdle
Managing Director, Directional

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Like to fast-track your growth with Precision Processes designed for Software and Tech companies just like you?

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