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Accelerator Case Study

Find me the Leads

Sector: Consultancy **Location:** Nottingham **Size:** Micro

About the business

Find me the Leads was established in May 2018 by Leisa Pickles. The Nottingham-based business supports food and drink founders who want to launch and grow in speciality retail. This includes lead generation, new business development and support at trade shows. The team consists of one full time employee, one part time employee and three people on freelance contracts.

Challenges faced

The biggest barrier to growth has been capacity, driven by a highly 1-to-1 service delivery model. Find me the Leads has been built on providing direct, hands-on support to individual food and drink producers, which has delivered strong results, but limited scalability. Each new client requires a significant time commitment, creating a ceiling on how many businesses can be supported at any one time.

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This model makes it difficult to grow revenue without proportionally increasing workload and restricts the ability to make support accessible to a wider group of early-stage producers who need more flexible, lower-cost options.

Solution - Support Given

The business has been supported by the Nottingham Accelerator project and East Midlands Chamber Business Adviser, Richard Crowden. Find me the Leads successfully applied for an Accelerator Growth Voucher which provided funding to access specialist digital consultancy.

The project focused on building the knowledge and systems needed to introduce secure e-commerce functionality to the existing WordPress website. The consultancy support included: hands-on guidance and training to implement WooCommerce; setting up secure payment gateways and configuring the sale and automated delivery of digital products.

The support also covered integration with the existing email marketing platform to capture customer data compliantly, the creation of legally compliant website policies for digital sales and training to manage transactional emails and automated customer communications.

Leisa said: “The consultancy support also provided practical skills development in monitoring sales performance, managing customer data and maintaining our website security/updates independently. This support forms part of a wider digital transformation moving our business from a manual, service-led sales process to a more automated and scalable online model.”

Leisa has also taken advantage of the Accelerator workshop Using AI to Supercharge your Website.

Impact - The Difference it’s Made

Support through Accelerator has enabled the business to adopt new digital technology and move from a manual, 1-to-1 sales process to an automated e-commerce model. This has resulted in streamlined operations, reduced administrative time, and created more efficient, scalable processes, allowing Find me the Leads to support more customers without increasing overheads.

Automated payments, digital product delivery and customer tracking have improved consistency and responsiveness, strengthening the business’s competitiveness. Training provided has also built in-house capability giving staff the skills and confidence to manage the system independently and reducing reliance on external support.

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The business is now better positioned for sustainable growth and has created a new part-time sales and administration role.

Reduction of time spent on unproductive enquiries:
Clear pricing, product details and service information on the website now allow potential clients to self-qualify before making contact. This has reduced time spent on unproductive discovery calls, email exchanges and online messages with prospects who are not ready to invest.

Estimated time saving:
On average, this has saved approximately two hours per week that were previously spent responding to unsuitable enquiries and holding exploratory conversations that did not progress. This equates to **around 100 hours per year** of productive time that can now be redirected into revenue-generating activity such as working with paying clients, business development, and strategic growth.

Overall, the investment has enabled growth through improved systems and technology rather than increased workload.

A word from the business:

"The support has made a significant difference to how the business operates. By introducing better systems and technology, we've been able to streamline our processes and save valuable time each week that was previously spent on manual tasks and unproductive enquiries.

This has freed up capacity to focus on higher-value work, helped us create additional income streams through digital products, and given us the confidence to plan for new roles to support our growth. The investment hasn't just improved efficiency, it's changed how we scale the business and made future growth feel much more achievable."

Leisa Pickles, Founder

Accelerator has provided:

- 1 to 1 Advice
- Workshop
- Growth Voucher

Impact to business:

- New Technology
- Job Creation
- Upskilling workforce
- Improved Productivity
- Time Savings

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

Nottingham City Council | Claire Ward Mayor of the East Midlands | East Midlands Combined County Authority | east midlands chamber