

THE ART OF GAINING ACCESS

In the heart of Rotterdam's historic Scheepvaartkwartier, **Fenna Zandvliet** leads her company, Fendorse. The company has a clear-cut business model: providing an integrated, results-driven service with one goal in mind – generating leads. Fenna explains.

“I’m originally from Leiden, but I completed my master’s degree in Business Administration studies in Rotterdam. During my studies, I discovered that I have a knack for cold acquisition – approaching companies, calling them and doing what it takes to gain access and create a lead. I initially did this as a freelancer, but my approach was so successful that I founded Fendorse directly after I graduated, in 2017. Today, Fendorse boasts a core team of eleven professionals who collaborate with several freelance experts to bring expertise across five key areas: marketing, sales, technology, design and copywriting. Together, we work daily to forge meaningful connections between our clients and their customer base, effectively generating leads and driving growth.”

PERSONAL TOUCH

Marketing and especially lead generation are all about mastering “the art of gaining access”, Fenna explains. “We utilise a wide range of methods to provide our clients with a seat at the table of their prospects, each carefully tailored to their target audiences: LinkedIn and email marketing, social media platforms like Facebook and telemarketing. Although telemarketing might sound a bit old-fashioned, it’s far from outdated. In today’s world, people are constantly interacting with chatbots and generative AI, making personal contact a rarity that many people crave. Hence, building a personal connection is one of our core strengths. That’s why we never use phone scripts. We do our research thoroughly, ensuring that the person on the other end of the line already has some familiarity with the client’s brand through prior ‘touchpoints’, such as an email or a social media post. But when we get on the phone, our priority is real conversation and authenticity. That personal touch is crucial to the art of gaining access.”

BEDRIJVEN OP DE KAART

Fendorse isn’t Fenna’s only company. She also stands at the helm of ‘Bedrijven op de Kaart’, which roughly translates into ‘Mapping Business’ – a company that focuses on mapping essential public data on companies, which, in turn helps her clients to market their products or services more

effectively to their prospective customers. Fenna: “With ‘Bedrijven op de Kaart’, we chart the market using data from the Chamber of Commerce and other public sources, adding substantial value to our services. Many marketers take a scattershot approach, but through thorough research, we excel at precisely defining our clients’ complete target audience. For instance, a flour manufacturer looking to sell products to bakeries in Rotterdam and its surroundings needs to know exactly who these bakers are, the best ways to reach them and who the decision-makers at these businesses are. We map this out and, as an extension, can approach these parties to generate leads. This enables us to build the entire sales funnel – from start to finish.”

ROTTERDAM

Although born in Leiden, Fenna fell in love with Rotterdam: “This city has a unique energy. People here are open, direct and true to their word,” she says. “In other cities, I’ve had clients who go silent after initial meetings, but in Rotterdam, people always follow up, even if it’s just to say no. Plus, it’s incredibly easy to connect with others here. You can walk into a café alone, and by the time the bar closes, you’ll walk out with six new friends. It’s a city that embraces you and inspires you to grow, both personally and professionally.”

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