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Hawke's Bay Today

“99 Ways to Grow Your Business”

By John Ireland

When Need a Nerd had a need of its own, it turned to Sophie Stewart and her 99 Corporation. The Hawke's Bay company, which provides a mobile computer and technology support service, recruited 99 to help with its expansion into the New Plymouth area.

"We wanted to get our Nerd in front of small to medium businesses, so we could sell them our services," says company owner Adam Dunklerley. "We worked with (99) to build a database of customers we wanted to target.

"We didn't necessarily want to do that cold calling ourselves, and didn't have the expertise to it, either. So we utilized 99 to make those calls for us and get some appointments."

Dunkerley established Need a Nerd three years ago and, along with New Plymouth, now has Nerds in Tauranga, Rotorua, Palmerston North and Taupo.

"It's an exciting business to be involved with," says Dunkerley. "There's a huge demand out there. We've got six Nerds running around Hawke's Bay and they're flat out."

With more expansion possibly in the works, Dunkerley says he'd gladly work with 99 again.

"They're very professional," he said. "They were really great in coming back and giving us feedback on what's working and what's not."