

ACCELERATOR

New Business Generation Programmes

The Accelerator programmes are powerful Lead Generation and Sales Conversion tools - consistently delivering, and exceeding, the marketing objectives and sales results our clients tell us they are looking for. Whatever your market, your starting point or your objectives we have a programme to suit you.

IGNITE

Ignite gives a kick-start to your New Business programme. It works for SME's looking for a complete solution and for enterprises wanting to explore new markets or new sectors. Our aim is to get you in good shape for an ongoing New Business programme and give you a good start with some great leads.

- **defining and building a target universe**
- **creating or refreshing your collateral**
- **refining your proposition to be most effective in attracting new business**

Where you want to take it next depends on you. Once you've seen the results we feel sure you'll want to work with us for an ongoing New Business programme, or it may be more appropriate to take the tools and methodology we've created for you and continue on in-house.

NURTURE

At the heart of what we do our Nurture Programme is all about creating blended multi-channel lead nurturing programmes to generate a consistent supply of highly qualified appointments for your sales team at a gradually reducing marketing cost.

With each client we agree the contact strategy and nurturing model, in particular we identify and utilise the best mix of online and offline channels to deliver New Business Generation campaigns. The result is an optimised lead nurturing programme that:

- **builds brand and product awareness**
- **tracks and acts on to digital responses**
- **generates warm relationships**
- **identifies and creates new business opportunities**

BOOST

It is one thing to find new business opportunities, but to be successful; these must be converted by your sales team. Our telephone team works in a sales support role with your sales team to help them nurture their sales pipeline picking up slow moving, stalled and longer term opportunities that the sales team find hard to keep on top of while they focus on immediate revenue opportunities.

- **helps maximise conversion over time**
- **improves your New Business return on marketing investment**
- **tracks and reports on status of opportunities**
- **gives a comprehensive picture of sales pipeline opportunities for board and management**

The Newbury Group is a new type of agency, 100% focused on the process of new business acquisition in B2B. Success for us is delivering to our clients continually improving ROI: by supplying a consistent flow of high quality leads, driving down cost per lead over time and supporting improved sales conversion rates.