

ACCELERATOR

New Business Generation Programmes

“The way The Newbury Group works is a continual process of evaluation, review and evolution. We can bring in our business demands and situations to discuss with them and they will make recommendations and accommodate adjustments to the program as needed. This flexibility is incredibly helpful to ensuring the programme is an ongoing success.”

Head of Marketing, XpertHR Group

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.

The IGNITE programme is **completely focused on finding, and winning, new business.**

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.

- **Generate a healthy New Business Lead Pipeline**
- **Build a highly valuable Prospect Database Asset**
- **Create a Buying Matrix of your Prospect Universe**
- **Establish an effective Prospect Nurturing Programme to convert contacts into opportunities!**

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.

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.

- **Continually identify new business opportunities**
- **Build brand and product awareness**
- **Track and act on digital responses**
- **Consistently nurture your contacts turning them into warm prospects**

NURTURE will complement and enhance your other marketing activity, as a dedicated New Business Lead Generation programme that works not just alongside, but integrated into your other activity, bringing it all together into an effective programme completely focused on finding, and winning, new business.

BOOST

BOOST is a valuable service to maximise your lead conversion rate and drive up the ROI on your new business activity.

Our advisor team works in a support role to help sales manage their pipeline.

- **Maximise conversion rates on new business appointments**
- **Improve your New Business return on marketing investment**
- **Tracks and Report on status of opportunities**
- **Get a comprehensive picture of sales pipeline opportunities for board and management**

With BOOST you can be assured that sales are 100% focused on the immediate revenue opportunities, with the confidence that their longer-term sales pipeline is being actively managed.

The Newbury Group is a new type of agency, 100% focused on the process of new business generation 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.