

BOOST

Enhancing sales conversion rates by supporting your sales pipeline management.

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 support role with your sales team to help nurture their sales pipeline picking up slow moving, stalled and longer term opportunities that the sales team find hard to keep on top of.

By engaging closely with your sales team, and managing the longer term pipeline our Boost programme

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

By using our boost service, sales can focus on the immediate revenue opportunities, with the confidence that their sales pipeline is being actively managed.

The Accelerator 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.



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.

ACCELERATOR
New Business Generation Programmes