

BOOST

From the outset the pipeline looked healthy and during the programme the conversion has been continually improving. Overall the metrics were very positive.”
Director Marketing and Business Development, Grant Thornton UK LLP

Enhancing sales conversion rates by supporting your sales pipeline management.

BOOST works alongside our IGNITE and NURTURE programmes, as a valuable service to maximise your lead conversion rate and drive up the ROI on your new business activity.

It is one thing to find new business opportunities, but to be successful these must be converted by your sales team. Our advisor team works in a support role to help manage their sales pipeline picking up slow moving, stalled and longer term opportunities and notifying when these opportunities return to a sales ready situation to:

- **Maximise conversion over time**
- **Improve your New Business return on marketing investment**
- **Track and report on the status of opportunities**
- **Build 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.

ACCELERATOR New Business Generation Programmes



ACCELERATOR is a suite of powerful New Business Generation Programmes - 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.

ACCELERATOR works for all B2B organisations, whether you are a SME looking for a complete solution or a large enterprise wanting to accelerate or explore a particular vertical, sector, geography or product.

Talk to us today to find out more and get started!

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.