

Case Study

Client

- ✓ Global manufacturer of lifts and escalators.

Business Issues

- ✓ Required a supplementary stream of new business appointments.

Solution

- ✓ **IGNITE New Business** through researching and profiling a target database.
- ✓ **NURTURE New Business** by generating 'sales ready' appointments and identifying contract renewal information.
- ✓ **BOOST New Business** by tracking outcome of appointments through to ultimate sale.

Result

- ✓ **A consistent approach to new business generation.**
- ✓ **Contracts won paying for the programme.**
- ✓ **Enriched marketing database.**

The Newbury Group supported this client to develop a consistent flow of appointments to the sales team, to improve productivity and retention. The ACCELERATOR Programme has provided contracts won which is now paying for the programme, with a healthy pipeline of opportunity going forward.

This client is a global manufacturer of lifts and escalators. They were looking to achieve revenue growth by identifying and winning lift maintenance contracts as they come up for renewal. They were looking for a consistent flow of sales appointments to supplement their own activity.

IGNITE New Business

Our research team used desk and telephone research to identify prospect companies with lifts, establish who makes the decision regarding the maintenance contract, including in which company the decision maker is located.

Our database team generated a highly qualified marketing database to support the business going forward.

NURTURE New Business

Our new business advisors telephone contacted the decision makers to establish information around the maintenance contract – current supplier, renewal date etc.

'Sales ready' new business appointments were generated for the client's sales team as contracts came up for renewal.

BOOST New Business

Using sales pipeline management we tracked the outcome of appointments through to ultimate sale. From this we were able to demonstrate the ROI delivered.

Client Success

The ACCELERATOR Programme has enabled the client to establish a consistent approach to new business generation integrated with the sales team.

The marketing database is being constantly enriched with contract renewal information as a major asset for the business going forward.

Contracts' won is paying for the programme with a healthy pipeline of opportunity going forward.