

# Case Study

## Client

- ✓ International Software Solutions Provider

## Business Issues

- ✓ To provide a consistent new business service for the VAR network, supporting at different stages of development.

## Solution

- ✓ IGNITE New Business through establishing an engaging proposition for each VAR.
- ✓ IGNITE New Business by desk and telephone researching a target prospect list for each VAR.
- ✓ IGNITE New Business by building a marketing and contact management database.
- ✓ NURTURE New Business by generating well qualified new business appointments for each VAR.

## Result

- ✓ Consistent and affordable approach to customer acquisition provided for VARs.
- ✓ Long term strategic programme put in place for future re-use.

The Newbury Group helped this International Software Provider create an ACCELERATOR Programme for its VAR network. The result was a consistent and affordable approach to customer acquisition and revenue growth provided for the dealers.

This client came to us when they were looking to establish a consistent and affordable means for new business activity for their dealers, who were each at different stages in their development. They were looking to replace an inconsistent on-off approach.

### IGNITE New Business

Our consultancy team established an engaging proposition for each VAR around sector strengths, skill sets and experience.

Desk and telephone based research was used to target a list of prospects to meet the VAR proposition.

The database team built a marketing and contact management database for the nurturing of prospects by mail, email and phone.

### NURTURE New Business

Our new business advisors implemented an ACCELERATOR Programme for appointment generation to generate qualified new business appointments for the VARs.

### BOOST New Business

With our BOOST programme our new business advisors keep track of the progress of booked appointments, tracking ROI and managing stalled or longer term opportunities until they return to a sales-ready position.

### Client Success

A long term ACCELERATOR Programme has been created for the VARs focused on new business acquisition, with the flexibility to vary in scale to fit the VARs available budget and selling resource, but retaining a target approach with review at quarterly milestones.

This has created a consistent and affordable approach to customer acquisition and revenue growth for VARs of different size and stage of development.

This strategic ACCELERATOR Programme can now be seeded into VARs and supported by the client, as and when required.