

Case Study

Client

- ✓ Leading Customer Survey Provider

Business Issues

- ✓ Entering new market in competition to established suppliers.

Solution

- ✓ **IGNITE New Business** by developing a marketing database.
- ✓ **NURTURE New Business** with 'sales ready' new business appointment generation.
- ✓ **BOOST New Business** by tracking the outcome of appointment through to sale.

Result

- ✓ A marketing database with enhanced prospect knowledge.
- ✓ 'Sales ready' new business appointments, including contract renewal opportunities.

This leading provider of customer survey and mystery shopping programmes was looking for rapid market penetration when they engaged The Newbury Group. As a direct result of our ACCELERATOR Programme they now enjoy year on year growth.

This client came to us when they were looking to establish the company as leaders in the field of customer survey and mystery shopping programmes, replacing existing suppliers in the market.

We worked to develop a prospect database and create a new business appointment programme.

IGNITE New Business

Desk and telephone research was undertaken to identify prospect companies likely to be compelled by the client proposition: with large customer bases and an interest in protecting brand reputation. The data gathering included enhanced prospect knowledge such as competitive information and contract renewal dates. This created a powerful marketing database to support current sales activity and in anticipation of new product development coming on stream.

NURTURE New Business

'Sales ready' new business appointments are now being consistently delivered to the client sales team by our new business advisors.

NURTURE is being used to actively build relationships with buyers before the contract renewal date. This enables us to be ready to convert to a live sales opportunity in advance of contract negotiations.

BOOST New Business

Using sales pipeline management we track the outcome of appointments through to ultimate sale. This enables us to demonstrate the ROI from the programme in terms of closed sales.

Client Success

The client has used the ACCELERATOR Programme to establish a marketing database with prospect and competitive information to support the launch of new products. Prospect knowledge has been developed to identify contract renewal dates, for timely contact to convert to new business opportunities.

Our client continues to achieve high year on year growth as a result of business generated from our appointments.