

Newbury Group: The New Business Agency

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 and appointments, driving down cost per appointment over time and supporting improved sales conversion rates.

“What is so refreshing about The Newbury Group is that they are genuinely interested in ensuring they only and always deliver credible good quality appointments that the sales team are able to build on and convert into new business. We never felt they were just interested in hitting a target number.” **Director of Business Solutions, Experian**

Why New Business?

When our directors, who together bring decades of experience in B2B sales and marketing and telemarketing, started the business, they identified a gap in the market for an agency that specialised purely in new business generation. Our belief is that finding and winning New Business presents distinctly different challenges to customer retention. This is our 100% focus.

Programmes to suit your Business

Whatever your starting point or the level that you wish to engage in, we will work with you build a blended programme that suits your current situation and your budget, and will deliver your new business targets.

Turning marketing investment into sales opportunity

Consistently for our clients we drive down the cost of opportunity acquisition – by up to 50% over a period of 12-24 months, while driving up the lead conversion rate from an industry standard of 5% – 10% to 20% - 40%+ over a similar time frame. Programmes become more and more effective, and ROI consistently improves.

Pure B2B focus

The Newbury Group works only with B2B companies. We've made it our business to become specialists at B2B lead nurturing and lead generation. Because it is all we do our whole team has an in-depth understanding of the techniques and strategies that are specific to B2B lead generation.

Our Clients

We're proud of the growing and successful clients we support. We have clients in a wide variety of sectors, but here's just a few to give you an idea of the companies we work with.

CLIFTON
Asset Management Plc

 **Experian**
A world of insight

 **Grant Thornton**

 **Griffins**

Xpert HR
Online HR Intelligence