

# Case Study



## Client

- Global manufacturer of lifts and escalators.

## Business Issues

- Required a supplementary stream of new business appointments.

## Solution

- Researching and profiling a target database.
- Nurturing the prospect pipeline to generate highly qualified appointments
- Continually enriching the database by gathering contract renewal information.

## Result

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

**The Newbury Group supported this client with a Nurture Programme develop a consistent flow of New Business appointments to the sales team, to improve productivity and retention. Contracts won are now paying for the programme, with a healthy pipeline of opportunity going forward.**

The client is a global manufacturer of lifts and escalators, looking to achieve revenue growth by identifying and winning lift maintenance contracts coming up for renewal. The aim was to achieve a consistent flow of sales appointments to supplement existing activity.

## Nurture Foundations

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 used this to generate a highly qualified marketing database forming the basis for the Nurture Programme.

## Nurture New Business

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

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

## Client Success

With Nurture the client has a consistent approach to new business generation, a healthy pipeline of new business opportunities, and a marketing database continuously enriched with contract renewal information.

**Close tracking of appointment outcomes through to closed New Business has enabled us to demonstrate ROI from the Nurture Programme.**