

IGNITE

"I found the Ignite methodology very refreshing. This is a very different approach to any other telemarketing activity I've been involved with in the past. We hadn't come across this model before and going forward we will use and expand the model."
Partner, Griffins Accountant

With IGNITE our aim is to get you in good shape for an ongoing New Business programme and give you a good start with some great leads. IGNITE: The New Business Kick-Start.

To do this we support you by undertaking an initial lead generation and prospect profiling programme utilising a blend of contact strategies to complement and enhance your existing activity. We will apply our established methodology and expertise to:

- **Generate you a healthy New Business Lead Pipeline**
- **Build a highly valuable Prospect Database Asset**
- **Create a Buying Matrix of your Prospect Universe**
- **Establish an effective Prospect Nurturing Programme to convert contacts into opportunities!**

The starting point and how much we support you will depend very much on where you already are. Fundamentally we believe that direct telephone contact is a critical component in building a relationship with your prospects and generating highly qualified appointments. Around this will be a range of complementary and supporting activity, which may be activity you are already running, or that we support you with.

The IGNITE programme is **completely focused on finding, and winning, new business**. We can find fresh data for you or work with your existing data. We can run email campaigns and direct mail activity on your behalf, or dovetail our activities into your existing programmes, and we can work your web and email enquiries to convert them into qualified appointments.

Where you want to take it next depends on you. Once you've seen the results we feel sure you'll want to work with us for an on-going New Business programme.

ACCELERATOR New Business Generation Programmes



ACCELERATOR is a suite of powerful New Business Generation Programmes - consistently delivering, and exceeding, the marketing objectives and sales results our clients tell us they are looking for.

Whatever your market, your starting point or your objectives we have a programme to suit you.

ACCELERATOR works for all B2B organisations, whether you are a SME looking for a complete solution or a large enterprise wanting to accelerate or explore a particular vertical, sector, geography or product.

Talk to us today to find out more and get started!

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