

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

- Establishing an engaging proposition for each VAR.
- Create a target prospect list for each VAR and build a marketing and contact management database.
- 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 a Nurture New Business 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.

Nurture Foundations

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 a Nurture Programme for appointment generation to generate qualified new business appointments for the VARs.

Client Success

A long term Nurture 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.