

Case Study



Client

- Leading Customer Survey Provider

Business Issues

- Entering new market in competition to established suppliers.

Solution

- Developing a marketing database.
- Highly qualified new business appointment generation.

Result

- A marketing database with enhanced prospect knowledge.
- Highly qualified 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 Ignite 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 Foundations

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.

Ignite New Business

Highly qualified new business appointments were generated to 'kick-start' the market penetration programme.

Nurture Ongoing Business Generation

Sales Appointments are now being consistently delivered to the client sales team by our new business advisors through an ongoing Nurture Programme.

Relationships are actively being built 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.

Client Success

With Ignite the client has successfully established itself in a new market. Nurture continues new business development and builds prospect knowledge for timely contact to convert to new business opportunities.