

# Case Study



## Client

- Software and Service Provider to the Public Sector

## Business Issues

- To gain rapid market penetration and establish ahead of rival offerings.

## Solution

- Developing a key decision maker database.
- Researching target market buying groups and purchasing methodology.
- Booking sales visit appointments and buying group presentations.

## Result

- 50 appointments per month at senior level.
- Now dominates Local Authority market.

**This client came to The Newbury Group when they were looking to gain rapid market penetration into the Public Sector and establish the company as leader in the field ahead of rival offerings. Since Ignite Programme was implemented the client's service now dominates the Local Authority market.**

The client provides a hosted software solution that allows Public Sector organisations to analyse their expenditure with external suppliers and compare with other public sector organisations to support their buying decisions and ensure best practice.

## Ignite Foundations

Our research team telephone contacted Public Sector organisations at senior level across Local Authority, NHS, Central Governments, Housing Associations and Education. We developed a database of the key decision makers.

We enriched the data and developed market knowledge for the client by researching involvement in associated buying groups, and the methodology for making purchase decisions.

## Ignite New Business

Our new business advisors booked sales visit appointments with senior individuals within target organisations, and booked formal presentations with buying groups.

## Boost new Business

We provided sales pipeline management by chasing through attendance at formal presentations to ensure maximum attendance.

## Client Success

The Ignite programme generated around 50 appointments per month, some at the most senior level of Local and National Government.

As a result the client's service now dominates the Local Authority market. The client is rapidly making in-roads in to the NHS, Central Government and Universities.