

Increase sales with new business development approach

Introduction

Finding and closing new business sales is the life blood of any business, but what is the best approach for you? Years gained both working in, but also managing telemarketing operations means that we can deliver telemarketing campaigns that generate the sales leads you need. We can also help you to review, test, define and refine your marketing propositions; to ensure your marketing messages are up-to-date, attention grabbing, and deliver the telemarketing sales leads you need.

Our approach uses a combination of web based research, effective telephone skills, and accurate use of information to generate sales leads. Our telemarketing services can be deployed as part of an integrated marketing communication campaign or also on their own and we have delivered successful campaigns for Sapiens, JMR UK and a number of other companies.



Nurturing your customer relationships

Product Overview

Incognate has developed a proven approach to new business development and increasing sales and there are numerous benefits to our approach including:

- Unique approach employs a staged process
- Generates “Customers” not just leads
- Focus in business to business environment
- New proposition refinement & development – helping to focus your sales effort to get the best results
- Seasoned sales/business professionals
- Ability to deliver multiple propositions in one campaign
- “Quality” is as important as quantity
- At the end of the programme you make the choice:
 - Extend the programme
 - Transfer in-house

We can work with companies in a number of different ways by supporting an internal team to focus on new campaigns or to help with specific marketing events. Finding good telemarketers can be difficult and we can also help you to establish a recruitment and training process to develop your own in-house function.

Benefits of our approach

How can you generate more sales from new markets?

We can develop and test new propositions, and establish the best approach to target companies, before you commit expensive internal resources.

Telemarketing can be costly if not deployed effectively, but our service will help you to:

- Develop propositions that work best for you
- Identify quality opportunities and key contacts for target accounts
- Get your message to the right people at the right time
- Expand into new markets
- Create and nurture customer relationships

Our bespoke telemarketing research provides you with a fast, flexible, cost effective and responsive service to help you to identify your market potential.

Although telemarketing is an effective approach, it is not for everyone or every product. We will advise you on when it is best deployed and can also strengthen a new business approach using a multi-disciplined and integrated marketing approach.

What the Market Says

"Incognate work in a way that's a natural extension to our business, providing ongoing business to business telemarketing and lead nurturing services to Sapiens. They have enabled us to gain access to C Level decision makers in our target accounts to identify opportunities for new business sales. They are an invaluable marketing resource and I would highly recommend them." **Raj Ghuman, Vice President – Sales and Operations, Sapiens Europe, Africa & Australia**

Prior to making several changes at the company we used Incognate to carry out a customer survey and I think that the results speak for themselves; we now have 8 new customer quotes, 5 additional reference sites, 2 completed case studies with others in the pipeline and also 6 meetings for account development. **Rob Pickering, Managing Director, IPCortex**

Clients

JMR
software | services | solutions

ipcortex

QKNOW

GAIN-LINE GROUP

Mo.net®

AUTOMATOS



SAPIENS
Experience Insurance Innovation



New Business Development

New business development is an activity that produces quality, qualified sales opportunities that ultimately lead to you generating more business.

The Incognate QUICKstep Methodology combines the use of the telephone, the internet and other sales and marketing tools and resources to help you generate more telemarketing sales leads.

What is the best approach?

Telesales - can be defined by the product or service you are selling, if you can complete a sale of your product or service over the telephone then you would employ telesales people.

Telemarketing – typically focused on one off campaigns to raise the profile of your company's product or service to prospective customers and identify opportunities.

New business development – a multi-disciplined approach using a combination of web based research, email and the telephone to deliver multiple propositions to multiple decision makers in target accounts.

We can help you to deliver consistent quality leads.

Telephone as a tool

Market Testing

We can develop and test new propositions, and establish the best approach to target companies, before you commit expensive internal resources. Our bespoke telemarketing research provides you with a fast, flexible, cost effective and responsive service to help you to identify your market potential.

Customer Surveys - Who's talking to your customers?

All too often existing business can be lost to the competition.

How do you really know what your customers are thinking? Why did they buy from you in the first place? What can you learn from existing customers to help you win new business? What other products and services might they need in the future? How can you improve sales, delivery and support services to improve retention?

All very good questions and understanding what your customers think is critical, but all too often they will only tell an external company. Our customer research service will help you to find out what your customers really think.

About Incognate

Incognate provides a wide range of business marketing services including copywriting, email marketing, telemarketing, website development and media relations. If you need to increase sales, communicate more effectively with company stakeholders, or raise your media profile – we can help you.



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