



**inception associates**

Pay as you go Bio Chem product sales,  
Generating £ 500,000+ of revenue.

Client : UK Bio Chemical business.

Project: To provide sales support on an “as required basis”.

**Actions:** Our client did not have the funds to employ a full time sales person and had no revenue from commercial transactions.

Working with the management team we built a list of “products” that could be provided to major Bio chem distributors.

Inception Associates Ltd set up the first meetings and accompanied & advised the management team through the sales process.

A new website and complete overhaul of the marketing collateral was also required.

**Results:** During the 12months of the contract we achieved the following. Contracts with two global distributors providing the company with a projected turnover of £ 428,000 from sales. £100,000 from allied research projects.

**Project Charging:** We agreed a day rate + expenses+ equity share(based on achievements), which allowed our clients to have a professional, board level sales resource.

Total project costs £32,000 + equity share.

### Summary

Our clients benefited from low cost of sales, tight control of cash flow, pay as you need terms and a fully equipped professional. With no HR, company car/equipment to concern them, they could concentrate on developing exciting new products for Bio Chem distributors

Our client has taken on extra staff to cope with the increase in sales and uses Inception Associates Ltd in a Non Exec role on their board.