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Pay as you go solutions sales Generating 364K sales

Client : UK Software author.

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 nor at that time could the sales pipeline justify the need for one. We sat down with our client to understand the basic benefits and operation of the system.

An overview demo was built and an agreed presentation devised. When our client gained a lead we would call under their brand name and make the initial visit. Once the prospect had been qualified based on our clients criteria, full demo provided and a cost/benefit proposal created then one of our clients board members would take over the project.

Results: During the 12months of the contract we achieved the following:
32 visits to prospects.

20 presented with full demo and cost proposal

Sales achieved with a combined value of £364,000

After the 12 month contract our client had a pipeline and turnover that justified employing a full time sales person.

Project Charging: We agreed a day rate + expenses+ commissions, which allowed our clients to have a professional, pay as you require salesman on hand which in turn dramatically improved their closure rates.

Total project costs £31,000 + commissions.



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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 world class software and only got involved once a sale had a 75% probability of closure.

Our client has expanded the sales team to three and still uses Inception Associates Ltd for specific market sectors.