



## inception associates

Fixed cost sales generation program,  
generating  
£ 90,000+ of revenue.

**Client:** Start up training company.

**Project:** To provide sales support on a fixed cost project funded through a specific start up grant.

**Actions:** Our client, a start up training business looking to develop a niche market in the lithographic and graphic design sector.

Working with the founder we agreed specific training programs based on market feedback and available training grants, thus making the proposition very attractive financially.

A ROI statement was developed and presented to HR managers at relevant prospects.

Inception Associates Ltd managed the sales cycle for the first contracts and provided account management for the initial stages of the delivery.

**Results:** During the 3 months of the contract we achieved the following: Contracts with various companies resulting in an initial sales value of £90,000. Partnerships with colleges and universities were also signed to ensuring a continuing revenue stream.

**Project Charging:** The project was based around a start up grant of £8,000 plus expenses.

### Summary

Our clients benefited from experienced and fully equipped sales people developing and then presenting their proposition.

This has resulted in our client taking on more staff, moving to larger premises and ensuring a strong sales pipeline on which to grow the business.