



**NEW BUSINESS DEVELOPMENT FOR AGENCIES,
CONSULTACIES, AND
B2B COMPANIES WITH PURPOSE.**

ABOUT US

65+ years combined business development experience

Consultancy specialists; working with complex value propositions

White label agency; seamless onboarding and integration process

GDPR-compliant, responsible data sourcing and management

Multi-faceted, end-to-end approach; from *strategy* to *revenue*

Passionate about generating New Business as a force for good

For more than 10 years, Bluestone has been helping B2B businesses engage with their ideal prospects, uncover opportunities and convert them into new clients and partners.

Working as a white label agency, we have been able to successfully blend into the cultures of businesses quickly and seamlessly and provide a steady flow of BANT-qualified opportunities with real convertible value.

We are regularly complimented by our clients on our ability to articulate and pitch complex value propositions to prospects in a way that fully emulates their own approach. We speak to board level decision makers in the world's leading brands on a daily basis, armed with years of consultative sales experience that enables us to eke out every potential opportunity.

We have been very fortunate; in that we have been able to be selective about who we work with. Our core values around *people*, *planet* and *profit* are what motivate us to generate new business as a force for good.

- **PEOPLE.** Healthier, happier, more motivated employees, partners, clients & communities
- **PLANET.** Working together to make the world a better place, and to inspire our clients to do the same
- **PROFIT.** Helping our clients generate new business, so that they can continue their business with purpose



A person stands on a rocky mountain peak, their arms raised in a gesture of triumph or achievement. The background features a vast, snow-dusted mountain range under a soft, golden sky, suggesting a sunrise or sunset. The overall mood is one of accomplishment and vision.

OUR PHILOSOPHY

1. Sustainable and ethical values
2. Direct, open and honest communication
3. Strong client relationships
4. Service, quality and reliability
5. People as the source of our strength
6. Passion for helping our clients grow their business



Bluestone is a member of 1% for the Planet, an initiative we feel strongly about. Through the programme, we donate 1% of our revenue to carefully selected environmental partners. We recognise the significant impact on people and the planet from climate change and are keen to do what we can to help.

A FEW OF OUR CLIENTS

Technology, planning, sustainability,
H&S, security, HR, logistics, finance


SMEs with niche and complex value
propositions

B2B consultancies that provide high
value services and solutions

Companies with a focus on ethical,
environmental and social challenges

Management teams that share the
same ethos as us

Businesses that view us as their
business development 'partners'



OUR SERVICES

1. BOOST - email outreach and lead generation
3. AMPLIFY - new business outreach and sales support
4. DATA - validation, research and enrichment
5. CREATIVE - brand, strategy and communications

A FEW OF THE BRANDS WE HAVE ENGAGED OUR CLIENTS WITH

BAE SYSTEMS

BroadwayMalyan^{BM}

 **Kingspan.**

 **Bupa**

**LAURA
ASHLEY**

Levitt Bernstein 

 **MIZUNO.**

 **Reckitt
Benckiser**

GRAHAM

Rydon

REGIS CORPORATION

 **YAMAHA**

Allianz 

 **asics.**



 **Yell.com.**

 **BARCLAYS**

 **Heineken**

 **energy saving trust**



Heinz

**ARTS COUNCIL
ENGLAND**

 **AVIVA**

 **Legal &
General**





Superdrug 

BETFRED

origin  **HOUSING**

Sainsbury's

 **atlantic**



Shelter

 **money**



**TED BAKER
LONDON**



WHAT MAKES US DIFFERENT

1. Working for companies that **know why they are**
2. 100% process transparency & ROI-focused
3. BANT-qualified new business opportunities
4. We accompany you on meetings
4. We provide post-opportunity support
5. We provide data for all new business campaigns

The background of the image is a dark blue, textured surface resembling gravel or crushed stone. The particles are small and irregular, creating a dense, granular appearance. The lighting is slightly brighter in the center, making the text stand out.

OUR NEW BUSINESS PROCESS

END-TO-END, NEW BUSINESS DEVELOPMENT

CAMPAIGN SET-UP

- VP immersion & development
- CRM set-up & optimisation
- Data research, list build & data enrichment
- For ABM campaigns – persona identification and categorisation
- Marketing content review
- Briefing document completed
- Team on-boarding sessions

OUTREACH & ENGAGEMENT

- BOOST campaigns (email-based direct response & referral marketing)
- Social outreach & engagement
- Content sharing, relationship building & pipeline development
- Phone, email, LinkedIn based consultative BD conversations

MEETINGS, ZOOM & TEAMS CALLS

- Meetings booked with key decision makers and stakeholders
- Opportunities are BANT (budget authority need timeframe) qualified)
- Appointments cemented with an email invite to all parties
- Report sent to client outlining the opportunity detail
- Opportunities graded according to requirement and level of engagement

CUSTOMER / PARTNER CONVERSION

- Post-opportunity support and follow up
- Further deep-diving into organisation to engage other stakeholders, if necessary
- Re-engagement with existing prospects, to help clients progress them to the next stage of the sales cycle

CORE SERVICES & PRICES

BOOST

- **BD Director + Campaign Executive**
- **Intelligent email automation campaigns & LinkedIn outreach**

- ✓ Email content designed to generate monster engagement levels
- ✓ Personalised emails sent daily to targeted lists of prospects
- ✓ Warm, engaged responses and referrals jumped on by our BD team, progressed either to a meeting or a new business opportunity
- ✓ Full report processed and sent to you ahead of meetings, providing full details of the opportunity, and level of engagement (BANT)
- ✓ Weekly lists of engaged prospects sent to you, prioritised by engagement levels
- ✓ Average email open rates of around 40%
- ✓ Biggest email openers reached out to on **LinkedIn**
- ✓ Your database kept clean and GDPR-compliant daily (hard bounces identified for validation)
- ✓ Campaign performance monitored daily; recommendations made for improvements
- ✓ Weekly statistical reports and a half-hour Zoom catch-up with your BD Director
- ✓ Sales advice: how to leverage responses and referrals to ignite engagements
- ✓ Negative responses, email opt-outs and all other CRM admin expertly managed

£800 campaign set-up
£2000/month (includes up to 2 BOOST campaigns)
£300 per additional BOOST campaign

AMPLIFY

- **BD Director + BDM + Campaign Executive**
- **Includes BOOST campaigns and LinkedIn outreach, but additionally:**

- ✓ Full strategic new business solution from our BD Team (Director & Manager) working daily together to build pipelines of prospects and help you convert them into customers
- ✓ Most engaged non-responders, followed up by our BDM by phone, email and LinkedIn — either to qualify as prospects, or qualify out
- ✓ Monthly mini campaigns (e.g. events, hotlists, account-based marketing)
- ✓ Shotgun: we sit in on your meetings with you, as and when required
- ✓ Half-hour Zoom catch-up with your BD Director and BD Manager
- ✓ Post-opportunity support, to help you convert opportunities into customers
- ✓ Daily (if required) contact with your BDM to work on specific opportunities and campaigns

£1000 campaign set-up
£3750/month (includes up to 2 BOOST campaigns)
£300 per additional BOOST campaign

CREATIVE



We partner with Neo: Creative - one of the UK's founding B Corps, who specialise in strategic brand development and comms, for purpose-driven companies. Since 2001, Neo has empowered dozens of brands, charities and NGOs, to create lasting impacts on the world, by helping them strategise, refine and deliver their stories to those that matter.



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TESTIMONIALS

James and his team's support throughout the Pandemic was invaluable. The new contacts they brought in generated work when we needed it most and will provide the foundations for our recovery. They kept conversations going with both new and existing clients so we'd remain front of mind, allowing us to focus on running the business and avoid stagnating."

JD Bracknell, Co-founder, WMSH

James and his team blended into the company culture very quickly engaging potential customers in a way that makes it easy for us to take the baton and continue the relationship, they completely understood us. Converting our first prospect was easy because of the match with the client and our value to them. We like their technique and style, it makes a good fit that builds our brand awareness.

Phil Martin, Managing Partner, DMA Partners

We have been working with the team at Bluestone now for many years and during that time they have generated a number of high-value business opportunities. Many of these have led to real business and continue to provide a major contribution to our annual growth targets. Their innovative approach aligns well with our own culture and their support before, during and beyond new business meetings and opportunities has become an invaluable part of our sales process. Highly recommended.

Matt Broekhuizen, Managing Director at Table19

For some time, Bluestone have been helping us to build brand awareness and open the doors to some exciting companies in a tough sector (finance) - in particularly tough times. They have a super-transparent model, with regular reporting that enables us to see exactly how our campaign is performing, in real-time. Since engaging with Bluestone, we have taken on a new customer which has already cover the cost of their services.

Marilyn Cole, Senior Partner, Space01

James and the team are brilliant, we were on the lookout for someone who can help with lead generation in an ethical way. And Bluestone proved it was possible. We got more leads than we'd ever had, achieved amazing statistics and built our pipeline to a place that gives me huge confidence in what we can achieve going into the next year. If you're looking for lead-gen for good people, run by great people, then definitely speak to Bluestone.

Nick Pomeroy, Founder & Creative Director

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