

Winning your first few customers in the UK

What's the difference between an idea and a company?

Paying customers...that's it.

You've got your Go-To Market Strategy completed, team prepped, and you are eager to go out into the market and present your value to prospective buyers...

You need early adopters and customers to pilot, test and purchase your product or service.

3 Truths of A New Company or Market Entry

- ⇒ You don't need testimonials to get an order
- ⇒ You will not get everything right...
- ⇒ You *will* make mistakes!

So, can we help you to get your first few customers??

Create
Connections
List

Top 100
List

Prospecting
Brainstorm

Set 2-Week
Contact
Goals

Reach out &
book
meetings

Research
until you
drop

Hold value
based
meetings

Credible
Partnerships

Trusted
Advisor

First Sales

What Our Clients Say...

“ ABP are a pleasure to work with. Daryl and his team are agile, proactive and have developed a great strategy for working with scale.”

Ravi Goodimal,
Director, Grant
Thornton, Head of
Market for Growth
Accelerator

“ An incredibly safe pair of hands, our business benefits from a level of foresight, lateral thinking and strategic planning ABP brings to each and every situation it is presented with.”

**Colin Bell, CEO, Robert
Stirling, Financial
Services**

Our Customers



ROVER GROUP



explore. engage. connect.



DOCUMENT MANAGEMENT



Versatile Cloud Platform for Enterprise Apps



your Advantage for business success



Your Project Team

Daryl Woodhouse

Leadership & Strategy Director.
Founder of ABP



Award-winning leader, entrepreneurial speaker, top 50 UK business adviser and published five star rated author. Daryl has 12 years experience accelerating success for businesses with leadership skills, focus and strategy to support faster, sustainable growth.

James Ker-Reid

Sales & Marketing Director



ABP Gold Partner & Founder of Sales for Startups, a B2B SaaS Sales Consultancy. Technology & B2B SaaS specialist who has 10 years experience of selling software and services from £15k to £1.5 million to the largest enterprises in Europe.

Matthew Quade

Performance Improvement Director



ABP Managing Director. Accounting, finance, legal, management and Lean Six Sigma qualifications. Experience of interim COO, CEO, CRO and non-exec.

