

StartUp Navigator: Boosting Emerging Businesses

By Ben Cardy • 10 August 2023



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Every so often an email lands from someone right at the very beginning. A one-person company, a half-built product, a lot of ambition and a modest budget, asking whether Hayward Miller could run their sales. The honest answer is yes, we could. But it is not always the answer that serves them best, and we would rather say the useful thing than the flattering one. For a lot of these businesses there is a better-fitting option, and it is one we built specifically for them.

Outsourcing sales is what we do, from email and telemarketing campaigns for SMEs right up to full managed services for multinationals. But start-ups are their own particular case, with their own budgets, needs and stage of life, and they deserve something shaped around them rather than a scaled-down version of something else. So we made one. It is called StartUp Navigator.

Built for the beginning

StartUp Navigator was designed from the ground up for companies embarking on the journey, and for established businesses that just need a boost to kickstart things. The ambition behind it is simple: to be the first port of call for start-up help. Not by handing over money or a loan, but by playing an active part in helping you grow, understand your market and find the most effective path forward. We have always believed the old line that giving a man a fish feeds him for a day, while teaching him to fish feeds him for life. The point is a long-term partnership, one that sustains the company rather than propping it up once.

Hayward Miller, on a smaller scale

The easiest way to understand it is this: think of Hayward Miller, then think smaller and more focused. We have shaped the services to fit the budgets and aspirations of emerging businesses. Where Hayward Miller takes on the whole breadth of sales and marketing to widen an established pipeline, StartUp Navigator lets you choose the more targeted pieces that meet your immediate need. That means telemarketing, market research, digital marketing and consultancy, and within those, practical things like website design and development, outsourced print and branding, and dedicated telemarketing packages. Everything comes with transparent pricing, from set packages through to custom solutions built around a particular business.

The founders who write in at the very start are, more often than not, better served by Navigator than by the full Hayward Miller machine, and it costs us nothing to tell them so. If any of this sounds like where you are, the Navigator team would be glad to hear from you. And if it turns out Hayward Miller is the better fit after all, we are only ever a phone call away. Whatever the size of the business, there has never been a better moment to get serious about your pipeline.

Ready to grow your sales?

Hayward Miller is your outsourced B2B sales team, generating leads, booking meetings and winning business for you.

Contact us today on **01842 777 760** or visit haywardmiller.co.uk