

CASE STUDY.....

How Niran Bio UK Built a Scalable Sales Pipeline Without An Hiring Internal Sales Team

75% High-Quality Opportunities and a
Consistent Flow of Qualified Leads.

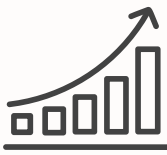
Paragon Marketing helped Niran Bio UK
accelerate growth by delivering a consistent
flow of qualified opportunities, increasing
market visibility and acting as a seamless
extension of their sales team - without the
cost and complexity of internal recruitment.



75%
High-Quality
Opportunities



50+
Qualified Leads
Generated



Flexible
Growth
Model



B2B LEAD
GENERATION



TELEMARKETING



APPOINTMENT
SETTING

About Niran Bio UK

Niran Bio UK is a specialist distributor of food ingredients and additives, supplying preservatives, sweeteners, spices and specialist ingredients to food, beverage and pharmaceutical manufacturers throughout the United Kingdom.

Founded in 2025 and backed by more than 22 years of industry expertise, the business was established to deliver premium ingredients, exceptional service and long-term customer partnerships.



Like many growing businesses, Niran Bio UK needed to increase market awareness and reach new customers while operating with a lean internal team.



The ideal outcome was to create meaningful conversations with organisations actively reviewing suppliers or looking for new ingredient partners.



As a newly launched business, every hour spent prospecting was time taken away from customers, operations and growth.



Building awareness quickly without increasing overheads was a key commercial objective.



Focus

Building a scalable and predictable sales pipeline.

By creating consistent conversations with decision makers and engaging the right decision-makers across the food manufacturing sector, Niran Bio UK could accelerate growth while focusing internal resources on customers and operations.

The Challenge

As a fast growing start-up, Niran Bio UK experienced the challenge of balancing business development with the day-to-day demands of running a business.

With responsibility for sales, purchasing, logistics, finance and operations, proactive prospecting often became difficult to prioritise.

Traditional recruitment also carried significant costs and risk, with lengthy hiring processes and no guarantee of finding the right salesperson.



THE KEY ISSUES



Limited Time

Running every area of the business left little capacity for consistent prospecting.



Recruitment Risk

Hiring experienced salespeople is expensive, time consuming and unpredictable.



Growth Pressure

The business needed to generate new opportunities without increasing operational complexity.



Missed Opportunities

Without a dedicated resource, lead generation would become irregular and difficult to sustain.

Our Approach

A Seamless Extension of Their Team

We designed a flexible lead generation programme that integrated seamlessly with Niran Bio UK's existing sales process.

By acting as an extension of their team, we generated qualified conversations while allowing internal resources to remain focused on customers and growth.

01

Build a Targeted Prospect Database

We identified hundreds of relevant manufacturers and decision-makers within the food and beverage sector.

02

Delivered Consistent Outreach

Our team proactively engaged decision-makers through targeted telemarketing campaigns.

03

Qualified Opportunities and Appointments

We identified organisations with genuine requirements and aligned each opportunity with Niran Bio UK's commercial objectives.

04

Operated as an Extension of the Team

Using Niran Bio UK's branding and messaging, we integrated seamlessly with the sales process.

What We Did



Acted as a seamless extension of Niran Bio UK's sales team.



Generated and enriched prospect data.



Engaged decision-makers through proactive outreach.



Delivered qualified sales opportunities every week.



Provided regular reporting and complete visibility.



Our goal was simple, generate high-quality conversations, build awareness and create long-term pipeline value.

The Results

Our partnership with Niran Bio UK delivered immediate operational benefits while building a strong foundation for future growth.



75%

High-Quality Opportunities

Approximately three quarters of opportunities aligned closely with Niran Bio UK's target customer profile.



50+

Qualified Leads

A growing pipeline of engaged organisations ready for follow-up and nurturing.



Weekly

Lead Flow

A consistent stream of new conversations was generated throughout the campaign.

“

Paragon Marketing is like the iCloud for sales.

Customers think Rory and Sophie are part of our team, but Paragon Marketing is working in the background making it all happen.

Nick Howes, Managing Director - Niran Bio UK

”

Business Impact

Time Savings More time to focus on customers, operations and strategic growth.	Increased Visibility Niran Bio UK was introduced to hundreds of targeted organisations.	Flexible Growth Campaign activity was scaled around business requirements.	Long Term Value Every opportunity remains within the CRM for future development.
--	---	--	--

Conclusion

Building a Foundation for Sustainable Growth.

By combining specialist B2B lead generation with a flexible outsourced sales model, Paragon Marketing helped Niran Bio UK accelerate growth, build awareness and create a consistent pipeline of qualified opportunities.

The result is a scalable sales process that supports long-term growth without the cost and complexity of internal recruitment.

A Seamless Extension of Your Team.

Real Results.

We do not simply generate leads. We become part of your sales function, creating meaningful conversations that develop into lasting commercial opportunities.



The Paragon Difference

Specialist Expertise

Experts in B2B lead generation and appointment setting.

Focused on Quality

We connect you with the right people who have genuine interest and authority.

Measurable Impact

Clear reporting, real results and complete transparency.

True Partnership

We align with your goals and work as a true extension of your team.

Ready to Build Your Pipeline?

Let's start conversations with your ideal clients and drive real business growth.

Let's Talk

