

In Good Company

with the 'Number 1' CRM software in the Building Industry



“Welcome to our newsletter where we showcase more of the successful companies in the UK Construction Industry, using Project-SalesAchiever® as the CRM solution for their business.

We hope that the positive experience and success stories of our customers, will help to illustrate why SalesAchiever™ is the Number 1 supplier of CRM solutions for construction today.

February 2006 is our launch in conjunction with the Building Centre and Excel Publishing, of the hosted version of Project-SalesAchiever®. This requires no expensive capital investment or IT support. It also includes **FREE** access to the best new and refurbishment building project sales leads, from all of the UK's Planning Authorities.

Additionally there is **FREE** access to our database of many thousands of contacts in Specifiers, Contractors and Merchants throughout the UK.

If you would like to be 'In Good Company' with our highly flexible CRM approach or would like a **FREE** trial (including **FREE** sales leads), email us, visit our website, or call us today.

We know that you will be delighted that you did!”

Julian Warr
Managing Director

Now Project-SalesAchiever® gives you **FREE** online access to Project Sales Leads from all UK Planning Authorities

The Building Centre

information and inspiration

The Building Centre in Central London is the worlds largest permanent exhibition and single source of information for the Construction Industry.

The Building Centre provides an invaluable link between Specifiers, Contractors and Building Product Manufacturers, and it has installed Project-SalesAchiever® to further enhance the service – Specifiers can enquire through their website and download Manufacturers' brochures, request hard copies, ask for further information and register



Visitors to the NLA London and Olympic model at the Building Centre

their project or the reasons for their interest. Project-SalesAchiever® then automatically advises the relevant Manufacturers of the enquiry and the requested follow up action.

“Using Project-SalesAchiever® saves a very significant number of man hours” says Colin Henderson, Chief Executive. “It also improves our professionalism in providing the link between Specifiers and Manufacturers, and speeds up the process considerably”.

‘The free Project Sales leads are a real cost saving bonus.’

- Remmers

Currently the Centre still receives up to 1,000 telephone enquiries per month, but web enquiries have already reached more than 25,000 per month! More than 100,000 people also visit the

Continued on page 2

Conlon



lindapter®



MOELLER 



Remmers
protects the value of buildings





Remmers are a German Company with annual sales in excess of £100m. The company is driven by innovation, and over the last 10 years they have invested more than 100 million Euros in new technology – throughout the business.

The Remmers logo itself includes a good description of the company's business activity, 'Protects the Value of Buildings' – this includes advanced systems for Waterproofing, Commercial and Industrial Flooring, Concrete and Stone Repair and Restoration, plus Timber Preservation.

Remmers products are supplied from their UK headquarters in Burgess Hill, Sussex, direct to a network of specialist contractors throughout the UK and Ireland.

Recent UK successes include fast curing production floors for the Getrag Ford Transmission Plant in Halewood, more than one million square metres of retail floors for B&Q, new showrooms for TVR sports cars and upmarket flooring for Karen Millen fashion stores.

Remmers are also the world leader in Stone



Remmers floors for the new TVR sports car showrooms in Chiswick

Restoration, recently working on the Great Wall of China, the British Museum and the Irish National Museum in Dublin. Remmers (UK) Ltd are now the first major company to go live with the new hosted version of Project-SalesAchiever® across all of their Sales and Central Technical and Marketing Support Teams.

Key advantages were speed of installation, the highly flexible and easy to use standard modules, and the confidential database supported by SalesAchiever™.

and project tracking with visibility across the whole organisation, has been the most noticeable immediate benefit", says Managing Director, Alex Dennis, "And the Free Project Sales leads are a real cost saving bonus". Sales and Marketing Manager, Steve Dunn adds, "The instant availability of data in the field through our Blackberry communications is invaluable on the front line".



Remmers completed more than one million square metres of retail floors for B & Q Stores

"Coordinated and better planned sales activity

Alex Dennis
01444 244144
www.remmers.co.uk

The Building Centre Information and Inspiration

Continued from page 1

All of these enquiries and contact details are added into Project-SalesAchiever®. Manufacturers receive the enquiries for their type of

The Building Centre facilities include not only the Permanent and regular Feature Exhibitions, but also conference facilities for up to 200 delegates,

ongoing and planned developments in London, including the actual model and details of the Olympic Facilities as used in London's successful bid.

'Project-SalesAchiever saves a significant amount of man hours'

Well worth a visit in person or on line!

products automatically as an email or in any format they require – all through Project-SalesAchiever®.

a Specialist Construction Bookshop, a Market Research Service and New London Architecture – which includes all major

John Gibson
0207 6926202
www.buildingcentre.co.uk



The impressive entrance to the five story Building Centre in Store Street WC1

Lindapter®

Lindapter International are "Gold Medallists" in secondary structural steelwork fixing solutions.

Their engineered systems provide support answers without costly welding and drilling operations on site – ideal for fast track construction programmes such as major new stadiums and sports facilities, in addition to bridges, materials handling and production plants.

Stadium, the Stade de France and at Old Trafford for Manchester United.

The Lindapter technical sales team provide standard and 'tailor made' solutions for designers and engineers world wide from their facilities in Yorkshire, and the products are supplied through an established network of specialist distributors and agents in the local markets.



The Australia Stadium in Sydney built using Lindapter fixings for the Olympic Games

'Total flexibility means the system is easily adapted to changing business'

Access equipment, services and seating arrangements can all be quickly and securely installed and fixed to the structural framework. Lindapter Systems have been used extensively in Australia's Olympic

Project-SalesAchiever® has the flexibility to handle all of the company's sales and marketing information, from the input of project sales leads and enquiries, the sales teams activity planning and visit reports, their customer accounts

with order history – plus it is their database for targeted prospect mailing.

This total CRM approach with total flexibility from Project-SalesAchiever® means the system is easily adapted to changing business needs, and all of their different market requirements and conditions. Kelly Moran,

Marketing Manager says, "this capability helps make Lindapter a "Gold Medal favourite" in the construction of the new London Olympic Games facilities.

Kelly Moran
01274 521444
www.lindapter.com

MOELLER

Moeller Electric Limited are world leaders in industrial control and automation systems, and are rapidly establishing themselves in the UK power distribution market.



The National Gallery has new climate control with Moeller control and automation systems

With a range of over 15,000 component products, sold by three different sales teams, mostly through a network of 200 electrical wholesalers, keeping track of who was buying what from where, and why, was a real challenge.

After an extensive evaluation of different CRM systems, Project-SalesAchiever® was selected for its intuitive ease of use and its ability to track projects involving many different companies, each with a different role to play in the purchasing decision such as specifiers, end users, panel builders, contractors and electrical wholesalers.

Within 12 months of implementation, this has become a key tool for the external and internal sales teams. By capturing their notes about customer

contact, the system automatically produces their monthly reports and updates management on progress with significant projects. The system is central to the sales engineer's working day, providing them with

'The system is central to the sales engineer's working day'

the latest sales data for each account, making it easy to request literature for their customers and offering a quick and professional quote building tool. Though remotely based, the sales engineers synchronise their data using a fast VPN link. Many also synchronise their laptops with PDAs to suit their style of working.

Continued on page 4

Conlon



Conlon is a family owned construction and development company with its own joinery division. The Preston based group also has offices in Manchester, and operates throughout the North West of England. Their 45 year history of quality work, and a focus on customer relations, has led to many referrals and repeat business with clients across both the public and the private sectors. Today this has developed into framework contracts and partnering arrangements with important clients, including Lancashire County Council, and also now with Cheshire County Council.



New 3-storey library and resource centre required for Myerscough College of Agriculture

Modern schools for Local Education Authorities are a particularly strong example of Conlon's portfolio. With a wide range of existing and potential clients, the company looks for their



Cardinal Newman College

potential customers requirements. The traditional marketing database approach was obviously not capable of supporting Conlon's continued growth in this way – so they decided to thoroughly evaluate the available CRM systems suitable for use in the construction market.

Project-SalesAchiever® was the clear winner!

Business Development manager, Ian Powell says "Project-SalesAchiever® was immediately very user friendly, and able to link and involve all departments – not just sales and marketing or business development, but also estimating, purchasing and accounts! We were very impressed

With Project-SalesAchiever® installed across the company, Conlon can now map out their marketing plans, and easily share information and generate critical business information.

Ian Powell
01772 770213
www.conlon-construction.net



Continued from page 3

Increased visibility of each other's actions has improved communications between the different sales teams along with the internal staff, and enabled better sharing of leads and market information.

Project-SalesAchiever® is equally central to the work of many office based staff. The focus of promotional activity has shifted to more direct marketing, with more structured communication plans with wholesaler partners, and the ability to target offers to specific vertical market sectors. The effectiveness of these campaigns, as well as any advertising, is easily monitored as all literature requests are handled within the system, and the sales engineer is automatically prompted to follow these up.

Emma Crump
01296 393322
www.moeller.co.uk

'We were very impressed with the minimal training required – no lost time!'

business and growth opportunities by negotiating high value works through pre-qualification and non competitive awards, together with investment in development opportunities throughout all sectors. This means that they must keep a close track of market trends and their existing, and also their

with the minimal training required and the flexibility to adopt the new database to our particular requirements."

Ian adds "the new FREE Project Sales Leads from SalesAchiever™ will potentially save us a lot of money too!"

SalesAchiever. 

SalesAchiever
1 Threshers Yard
Kingham
Oxfordshire OX7 6YF

Tel: +44 (0) 1608 648 600
info@salesachiever.com
www.salesachiever.com

www.salesachiever.com Tel: 01608 648600