

In Good Company

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



“Welcome to this showcase featuring more of the successful companies using **Project-SalesAchiever®** as the CRM solution for their business - demonstrating why we are the No.1 in the Construction Industry.

The flexibility of our system is matched only by the ingenuity of our customers and the ways in which they use it to support their ambitions.

Frequently objectives are contact and database management, project and lead tracking or sales management. However after installing **Project-SalesAchiever®** the benefits they report are:

- improved margins and customer retention
- a tenfold improvement in the quality of data
- its equivalent to having two extra people
- more successful sales

Additionally, as Steve Lewis of Cordek says: “You do not just have what you get out of the box as you do with CRM software resellers”.

To see what **Project-SalesAchiever®** can do for your business, take a **FREE** trial (including **FREE** Project Sales Leads), simply email, visit our website or call us today”.

Julian Warr

Managing Director

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ELKINGTON GATIC



Elkington Gatic Slotdrain System Specified Worldwide

Gatic is an acronym for Gas Air Tight Inspection Covers. Elkington Gatic have been designing and producing them in the UK since 1928, when Vivian Elkington developed the first ones for Shell Petroleum.

Today the company is part of the Alumasc Group and produces all types of access covers, manhole covers and surface water drainage products. These are specified and installed all over the world, particularly on major infrastructure and large construction projects.

Recent project successes include the Southampton Container Terminal, Hong Kong Airport, Glasgow Fort Retail Centre and the 'More London' redevelopment around the new GLC building at Tower bridge. The company's key strategy is to make it easy for Engineers to specify and design with their systems, this they can do easily with Elkington Gatic's specially developed software.

After an extensive evaluation of suitable CRM systems for the complex sales processes of the construction industry, **Project-SalesAchiever®** was selected

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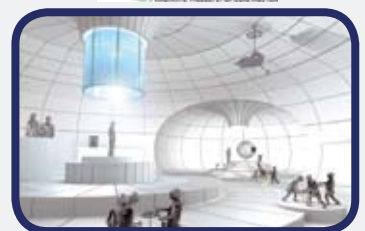
BRC
SPECIAL PRODUCTS



**UPTON
MCGOUGAN**
CONSTRUCTION



cordek
INNOVATIVE PRODUCTS FOR CONSTRUCTION





BRC Special Products is a strategic specialist construction products division of BRC Limited, part of the Acertec Group and the UK's largest supplier of engineered steel products (re-bar and mesh) used in concrete construction.

The Special Products Division sell only branded products for three main

"...the system is equivalent to having two extra people in the office"

areas of construction: concreting and groundworks, masonry and rendering plus structural systems.

All of these products are sold direct to contractors by the regional sales



BRC Deltabeam Structural Construction System at the Drake Circus Project in Plymouth

force supported by the Marketing Department at Head Office in Stafford, and the Engineering Design team at the depot in Warrington.

Recent project successes include the architectural metalwork and handrails for Arsenal FC's new

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and installed just over two years ago. It now acts as their central sales information and marketing hub, also importing and automatically filtering ABI and other project sales leads – the free sales leads from SalesAchiever are also a really useful bonus.

Today more than 50% of Elkington Gatic's sales are from specified projects and Neil Wallace, Finance Director, says the biggest overall benefits from introducing Project-SalesAchiever® have been "improved margins and customer retention". Mark Stanway,



Elkington Gatic Slotdrain for the 'More London' Development at Tower Bridge

All types of sales leads are automatically filtered into the relevant market segments. This allows more targeted marketing and sales activities, with all relevant projects being identified. Then they can be monitored and tracked by the whole sales team at any time, through to achieving a successful sale. The latest development by the

company is that they are now using the system to build and manage their e-marketing database, which is also proving to be a very cost effective application.

"...the biggest overall benefits have been improved margins and customer retention"

Marketing Manager adds that "we are still adding the capabilities of Project-SalesAchiever® into our Sales Process – this is easy to do because the system is so flexible and modular".

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Upton McGougan are multi-disciplinary Consulting Engineers employing over 100 people with offices in Winchester and Edinburgh. They work across a broad sector of the market including residential, commercial and offices, mixed use, retail, education and healthcare projects on civil, structural and building services engineering.



Oaklands Court, Shepherds Bush, London

Marketing was historically 'traditional' with simple database support, but as the company began to develop a 'relationship building approach' for the future, considerable improvement was

'...a tenfold improvement in the quality of data and its ease of update'

required – especially for their customer account and contact management. Importantly all of the Directors and Associates also now share in the sales responsibility



2005 ACE Outstanding Achievement Award
Whitefriars Redevelopment in Canterbury



Upton McGougan Winners of the ACE 2006 Outstanding Achievement Award
Oaklands Court Development, Shepherds Bush, London

and have a role in obtaining new business.

Project-SalesAchiever® was selected and installed company wide just over a year ago. The key function after account and contact management, was project tracking – both for potential new projects and those they had already secured.

Marketing Manager, Colin Mann says that the major benefits so far include “a tenfold improvement in the quality of data and its ease of update ... much more focused information helping to identify the best opportunities for new business ... and much more efficient event organisation, now in minutes not days.”

Recent success stories for Upton McGougan include being runners up two years running in The Association of Consultancy and Engineering (ACE) Outstanding Achievement Awards. In 2006 it was for Oakland's Court, an eco-friendly residential development in Shepherds Bush, London, for which they provided structural, building services and the infrastructure engineering.

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Emirates Stadium, plus more than £3m of their Deltabeam structural construction system on the Drake Circus Project in Plymouth for P&O Properties.

BRC Special Products introduced Project-SalesAchiever® just over 18 months ago to replace their complex paper systems and index cards. All of their market contacts, sales leads and quotations are now entered onto the system. Project-SalesAchiever® tracks all of the potential projects through the different construction stages, linking all of the Company's different products, to ensure the biggest potential sales on every relevant construction site.

Marketing Manager, Adrian Crow says “the system is equivalent to having two extra people in the office and all of the information is available to everybody, every where, all of the time – instantly!”

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Cordek Limited are the largest converter of polystyrene for construction in Europe and are based on their own large site in Sussex, where they produce a unique range of products.

These include:- **Cellcore** - designed to prevent damage to foundations from ground movement such as clay heave or overburden recovery.

Ventform - for dispersing hazardous gases from beneath buildings.

Correx - temporary protection systems for floors, fittings and windows etc during 'second fix' operations on site. Plus **Cordek** - shuttering and moulding systems for forming shapes in concrete and now increasingly, also from other materials such as GRP.

Today Cordek are involved in some way on most major construction projects in the UK, including Heathrow Terminal 5, the new Wembley Stadium and the new stadium being built within the Millennium Dome.

"...the effect of Project-SalesAchiever® on our business has been fantastic"

Many of the company's products are sold through specification by Consulting Engineers and Architects on new construction projects. They are predominantly supplied direct to main contractors and specialist ground workers or their concrete contractors.

The Cordek sales team operate regionally throughout the UK and Ireland supported by their internal sales office and they installed Project-SalesAchiever® nearly two years ago.



Cordek Moulding Systems were used for the Film Set of Charlie and the Chocolate Factory

Through their own marketing activity and lead purchasing the Company take in up to 750 electronic project leads every week. These are all filtered into Project-SalesAchiever® and allocated to the salesmen for selection and follow up, to get the products specified.

The sales team use Project-SalesAchiever® as their daily diary and as leads come in, they are linked to their accounts, opportunities and the appropriate products with their detailed specification. All sales activity including field sales calls, telephone and email contacts, plus



Cordek Formwork for the New Stadium in the Millennium Dome

support mailings and their responses are also entered into the system.

Steve Lewis, Sales Office Manager says "the effect of Project-SalesAchiever® on our business has been fantastic, everybody is able to see all possible information and history of our accounts and potential projects. This also ensures that contractors enquiries are matched to the correct specification and that the correct product is quoted, so that it can be followed through to a successful sale".

Steve adds "Additionally Project-SalesAchiever® can be developed and modified, usually by ourselves, to suit changing market and company developments. You do not just have what you get out of the box - as you do with CRM software resellers".

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