

In Good Company

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

C/S GROUP

C/S Group is a privately owned US Corporation with a global presence and sales in excess of \$250M.

In the UK, the company is best known for their Acrovyn Sheet and Wallglaze coating systems, which provide hygienic, sealed wall protection, together with Pedisystem entrance grid and matting systems, that prevent water and dirt being carried into buildings, and damaging, spoiling or making slippery the interior floor finishings.

'C/S Group first introduced Project-SalesAchiever® eight years ago into the UK...'

C/S Group products are supplied direct to general and specialist contractors, and to facility owners. In the USA, for geographic reasons, C/S Group products are marketed through a network of 120 independent manufacturers representatives.

The C/S Sales Force 'sell' through Specification on major public

EASIPOINT



core

lindapter



proctor



Pedisystem entrance grids in the Houses of Parliament

and commercial projects such as hospitals, schools, leisure and sports facilities, plus all types of offices, manufacturing facilities and government buildings.

The nature of these projects is that there is always a very long lead time from initial concept and planning through to installation and completion; typically this is around two to three years, but it can be up to ten years.



C/S Group louvres on the Statue of Liberty

Efficient project tracking and co-ordination along the whole contractual chain, from client, architect and engineer, to main contractor and specialist contractors, is therefore critical to C/S Group's business activities.

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“Welcome to the first edition of 'In Good Company' the quarterly newsletter from SalesAchiever, the Building Industry's "Number 1" CRM software system provider.

We want to give you an insight into the many successful businesses using Project-SalesAchiever® outlining the challenges being met and just some of their results - focussing on real commercial objectives - improving margins, increasing revenue and enabling you to manage your overall sales and marketing processes more effectively.

With 1000's of sales & marketing people successfully using Project-SalesAchiever® on simple to use screens, our no nonsense approach and superb track record can provide your business with the competitive edge.

We hope you find our clients stories of interest and if you would like to be 'In Good Company' and experience the success that they have, call us today.

We are confident that both you and your sales teams will be glad that you did!"

Julian Warr

Managing Director

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EasiPoint Limited produces a comprehensive range of specialist systems for the pointing and repointing of hard landscaping and masonry walls. Manufactured strictly to the European

shrinkage. Gun-injected EasiPoint can be placed deep into the joints, giving a complete and void-free fill, that is self-finishing and non-staining. Additionally there is no mess or wastage!

‘EasiPoint are achieving sales growth of 20% year on year.’

Quality Standard (ISO 9001:2000) EasiPoint systems provide the answer to quick, clean, cost effective and risk-free pointing of masonry joints.

These innovative gun-applied mortars and specialist hard landscaping materials ensure consistency in colour, providing high strength joints with minimal

For hard landscaping projects, the company provide the UK’s only complete range of low modulus mortars that are compliant with BS 7533 to create surfaces that are fully resistant to traffic and to mechanical street cleaning equipment.

EasiPoint also produces lime-based products, including a natural hydraulic lime formula, for repointing historic buildings and other structures.

EasiPoint systems are also increasingly being selected for the same reasons of efficiency by ‘off site’ and prefabricated building producers.



EasiPoint gun-injected mortars in natural stone slabs at the Yorkshire Sculpture park



EasiPoint system with granite setts in Arbroath

With their direct sales force EasiPoint are achieving sales growth of 20% year on year, and have recently moved to a new facility in the North West. They have introduced Project-SalesAchiever® to support and co-ordinate Field Sales and Internal Telesales Teams - thus combining their marketing database and incoming leads with project tracking.

With Project-Sales Achiever® removing the burden of a potential ‘mountain of paperwork’, the EasiPoint sales force is

able to focus on sales and supporting customers.

“We are still only scratching the surface with the capabilities of the software,” says Managing Director, Trevor Wilson. “Our next step is to plug in our customer accounts and orders to fully empower our sales people with the maximum information in the front line”.

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C/S GROUP

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For this reason, the company first introduced Project- SaleAchiever® 8 years ago in the UK, where it was so successful that they have subsequently ‘rolled it out’ throughout the organisation, including right across the USA.

C/S Group operate in empowered Strategic Business Units, and believe that the key benefits obtained from the software, are now

not only their original objective of efficient project tracking and sales activity management; but they have also achieved a consistency of communication between these separate teams, with a transparency of their business and market activity to the benefit of the whole C/S Group.

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C/S Group handrails and crashrails installed at Coventry and Walsgrave PFI Hospital



Core offer complete infrastructure solutions

Core Utility Solutions Limited is itself 'a product of deregulation', which means that industrial, commercial and house building companies no longer need to use different utility companies for installing new infrastructure connections (gas, water, electricity and telecoms). By employing Core to provide all four, they can make significant savings in time, cost and administration!

Core offers a complete solution, including utility design, consultancy, excavation and management of all connections.

The impressive customer list for Core Utility Solutions includes most national house builders,

plus an increasing number of major development projects such as the New Pacific Quay in Glasgow. To control and manage the sales process in such a successful and expanding new business, Project-SalesAchiever® was selected

'...managing the status of all prospects and projects through to the Contract Award.'

and configured just under two years ago, with user defined fields to exactly meet the Core business requirements. As all new developments need to install infrastructure connections, then they are either for an existing Core customer or they are a new business prospect.

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lindapter®

Lindapter International is the number one company for the design, production and supply of Specialist Mechanical Fixings and Clamps. These are used for secondary structural steelwork, support services and pipe-work, offering Lindapter customers distinct advantages over

drilling or welding. Since 1934 Lindapter fixings and clamps have been used worldwide on major projects by Structural, Civil and Process Engineers in markets as diverse as Materials Handling, Process Plants, Transportation and the

Petrochemical Industry. With the varied nature of their products applications,

Field Sales, Technical Service and Sales Ordering Departments.

'...full visibility of activity throughout the organisation.'

the Lindapter Sales Force provide new technical concepts and solutions for Design Engineers. The company's product portfolio is supplied through a network of distributors and Steelwork Contractors.

The company's promotional spend is also evaluated by the monitoring of sales leads through their conversion to orders, along the sales pipeline in Project-Sales Achiever®.

Project-SalesAchiever® is integral to the company's sales activity. Its diary allows for field sales activity, targeted planning and direction. It also enables the input of all incoming sales leads, enquiries, technical calls and sales orders, to achieve co-ordinated project tracking by the

"Overall the key benefit of the system is full visibility of all sales activities throughout the organisation" says Managing Director, Sabine Reimann.



Sydney Harbour Bridge using Lindapter Fixings

Sabine Reimann
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The A. Proctor Group have a vast portfolio of products including acoustic and thermal insulation, construction membranes and geo engineering solutions.

The family owned company employs around 100 people and is based at Blairgowrie, Perthshire in Scotland. The company's belief in the FISH philosophy of 'making work a good place to be and have fun' reflects their passion as a true Investors in People organisation.

The group are well known for the 'Profloor' acoustic range of insulation products which have been developed over 20 years.



Proctor Roofshield membrane in Edinburgh

Another product key to the groups success is 'Roofshield' – a waterproof breather membrane

'Sales Achiever makes everyones life easier - it increases sales success and they would not want to be without it...'

- which is always noticeable during construction on site because of its bright green colour.

The A. Proctor Sales Team do regular CPD seminars for architects and the company uses the full



Lymm water Tower Conversion

spectrum of Marketing Media to generate incoming sales leads.

These activities are fully supported by a dedicated Technical Department, who are always available to give advice and provide solutions for specifiers and contractors that are in accordance with all the new Building Regulations, for example, Part E Sound/Acoustic and the latest Robust Details, Part L Thermal Insulation.

The A. Proctor Group selected and installed Project-SalesAchiever®, four years ago throughout the Sales, Marketing, Technical and Customer Service areas. The system is utilised to log and track enquiries to a conclusion, notify colleagues of required actions, co-ordinate quotations and link to relevant

accounts, provide a shared source for databases, and provide detailed reports on activity.

The most important benefits that the Company have achieved using the software as their major

communication tool, is to save an incredible amount of time and effort with full control of pricing and ease of contact with the Field Sales Team.

Interestingly, there was initial scepticism and fear of 'Big Brother and additional works, but now everybody in the team says "Project-SalesAchiever® makes everyones life easier"- it increases sales success and they would not want to be without it!

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Core utilise the full range of direct marketing activities to prospective clients and projects, and then enter the resultant sales leads into Project-Sales Achiever®, to manage the whole of their sales process and to be their customer marketing database.

The key benefits from adopting the software include the centralisation of all information, and enabling all of their sales personnel to have instant access to it in 'real time', plus managing the status of all prospects and projects through to the Contract Award. This has also made sales and budget forecasting all along the sales pipeline much easier!

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