

Background and problem

The company has been trading successfully for 23 years in Heating and Air conditioning services primarily to commercial organisations from their offices in Ashford Middlesex. They are one of the few companies in this business to have “Airside Certification” from BAA which means that they are security cleared to carry out work beyond the security check points; consequently a lot of their work is with companies located within Heathrow Airport Terminals.

Although the business was operating successfully the MD wanted to develop Planned Maintenance as this ensures recurring, annuity revenue which would strengthen the financial position of the company and ensure a higher valuation when they came to sell the company.

Actions Taken

An associate was seconded to implement a Marketing Plan to develop sales opportunities for Planned Maintenance, working in conjunction with the client’s resources. Firstly, the most ideal customers were profiled in discussion with management.

Criteria such as location, company size, industry type as well as the most appropriate contact were agreed. With this information the associate selected a suitable Database and produced the selected lists based of the search criteria.

From this data a series of mail shots were produced as a campaign to establish the company as a supplier of planned maintenance services for Heating and Air conditioning equipment. In parallel with this activity a Customer Contact system was installed to ensure that all the new information was correctly recorded and effectively used.

The Result

The company has an going marketing campaign that is generating significant enquires for the Planned Maintenance side of their business and the first few new orders have already been signed. The general activity level of the company has been increased with this proactive marketing campaign which has also increased moral within the company.

With the increase in activity they are now in the process of hiring a Projects Manager to ensure the effective fulfilment of this new business.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**