

Case Study

Woodman Construction Management Limited

Sector: Built Environment

Market: Commercial offices, call centres, car showrooms



Background

Woodman was formed in 1999 and provides office design & fit out, refurbishment, construction management, plus office furniture supply.

Objectives

- To secure additional rolling contract clients generating incremental turnover.
- Improve loyalty and repeat business.
- Broaden the service offering and promote this to existing and new potential clients.

Solution

Shere conducted a **SHERE Plan** review. The detailed recommendations coming out of the review have driven all subsequent tactical marketing and business development activities. The first exercise was to define the brand proposition and re-vamp all sales-support tools. A key initiative has been to develop "The Woodman Guarantee". Shere also runs a business development process for Woodman that is focussed around the identification of new opportunities, appointment setting and follow-up. Additionally, Shere has provided sales and presentation training to improve conversion ratio.

Results

The Woodman brand is now distinctive and unique in its field. All marketing activities follow a planned programme, with every aspect of the communications being consistently presented. The business development and sales process has generated consistent levels of new opportunities, underpinning the future growth of the business.





Client comment

“We found the **SHERE Plan** helped us focus on how our business was perceived from an external, rather than internal, perspective. This led to us cutting a lot of the technical jargon from our marketing communications, simplifying our messages and improving our marketing tactics.”

“Adopting the business development programme with Shere Marketing has given us many more leads than we had been generating ourselves. The sales cycle in our business is long, so it took some time before the first contracts were won, but the Payment-On-Performance arrangement means the majority of what we pay to Shere is tied to the achievement results. The return on investment in the process is therefore not based just on leads, but on real incremental profit growth. To improve our success in winning work, from the new leads, we have also engaged Shere's services to assist us sharpen our whole sales approach. This has included our PowerPoint presentation, sales technique, right through to our tender submission documents. The programme is rolling forward and we feel very positive about the way it is going.”

Neil Upton
Director

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