

Refurbishment Appointments

Client's Name: **SIKA Liquid Plastics**

Client overview

SIKA Liquid Plastics' produce an extensive range of high performance, technologically advanced coatings and membranes for the protection and waterproofing of roofs and balconies.

Target Sectors

Councils, Education, Healthcare, Housing Associations, Emergency Services, Building Consultancies

Key Decision Makers

Capital Project Directors, Estates Managers, Asset Managers, Building Consultants, Bursars



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Enhance services for SIKA Liquid Plastics

- Enhance identify the CEOs, Capital Project Directors and Building Consultants who manage budgets for large property portfolios
- Decision maker's names, job titles and email addresses are recorded on our CRM system
- Enhance engage with the decision makers and establish future refurbishment projects and budgets available
- Our account managers send sector related emails and case studies helping to build a rapport with decision makers
- On establishing planned maintenance projects and budgets, Enhance schedule a meeting for a SIKA Liquid Plastics Area Managers to discuss specification of their products

Testimonial

“Lead generation is an integral part of our sales strategy, and is a clear objective for our business growth. We understand that sales has always been a ‘numbers game’, but we required more than a simple ‘cold calling profile’ for potential business opportunities - We wanted to create ‘strategic’ and ‘targeted’ lead generation that sets the foundations to build strong client relationships. Enhance have not only provided us with the manpower to process a significant number of calls, but have also been engaged with our strategy and have built a strong understanding of our geographical target markets.

We also use Enhance to aid the recruitment of specifiers to our live demonstrations. This is again, an important part of our business development strategy as it allows us to physically demonstrate the unique selling points of our products to a captive audience.

Enhance have justifiably proven their value through easily measured results, and I would recommend their services highly”

Cheryl Douglas MA Chartered Marketer, Head of Marketing, Sika Limited