

Appointments and Enquiries

Client's Name: **VELUX**

Client overview

VELUX Modular Skylights are an innovative new daylighting solution for commercial buildings.

Target Sectors

Education, Healthcare, Commercial and Leisure

Key Decision Makers

Architects, Main Contractors and Roofing Sub-Contractors



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consultancy

Enhance services for Velux

- Project identification & tracking through use of Barbour ABI
- Supplement ABI data with details of the successful Roofing Sub-Contractor
- Establish a requirement for Velux modular skylights
- Obtain the relevant drawings for glazed areas or skylights
- Arrange a site visit with Main Contractor
- Generate a CPD presentation or project specific appointment with Architects

testimonial

“Velux is a well know brand in the construction market and specifically within the Domestic sector. Architects and specifiers are all familiar with the brand and products but when it comes to the commercial sector we are not so well known. That’s why when we launched our new range of commercial skylights we needed to have an immediate impact to secure those initial sales and it was clear we needed the help of a specialist external telemarketing agency. Initially we approached a number of organisations which were all large and well respected both in the UK and internationally but they did not live up to expectation and it soon became clear not all agencies did “What it says on the tin”. The main difficulties we had were that they just did not understand the construction industry and the minds of our clients the contractors and specifiers.

That’s when we were recommended to Enhance as an agency who really understood the construction market, understood how to use the planning data systems we were using and how to make appointments for our sales team that have resulted in real opportunities and sales for us.

Enhance have a great knowledge of the specification market and how this relates to the contractors. They fully understand the construction process and are fully up to date with the relevant procurement routes in the market place. It is this understanding that ensures they are extremely successful in generating sales leads and appointments for our sales force. The telephone team at Enhance are extremely professional and skilled in what they do – in fact we would quite happily have them employed by us! Having had some of our Marketing specialists join them from Denmark for a day we were more than happy to trust the VELUX brand and reputation to them which is not something we do lightly.

We are continually looking to develop our relationship with Enhance and adding more into our brief with them. The next stage for us is to use Enhance on our CPD and Exhibitor dates to help drive the right audiences to these events. In fact Enhance will become an integral part of our Marketing Strategy in the future and we cannot recommend them highly enough.

Phil Beswick - National Sales Manager