



Generating **More Business** For You



**Construction Telemarketing**

# Why Enhance?

## Knowledge and Experience

We understand the construction industry. With over 100 years combined experience of using construction data, Enhance has generated thousands of qualified enquiries, leading to a dramatic increase in our clients' revenues.

## Focused

Enhance **prioritise and filter** your Barbour ABI data. Whether it's selecting specific sectors, keywords or project values, our Account Managers work with their client to produce optimum results from your data subscription.

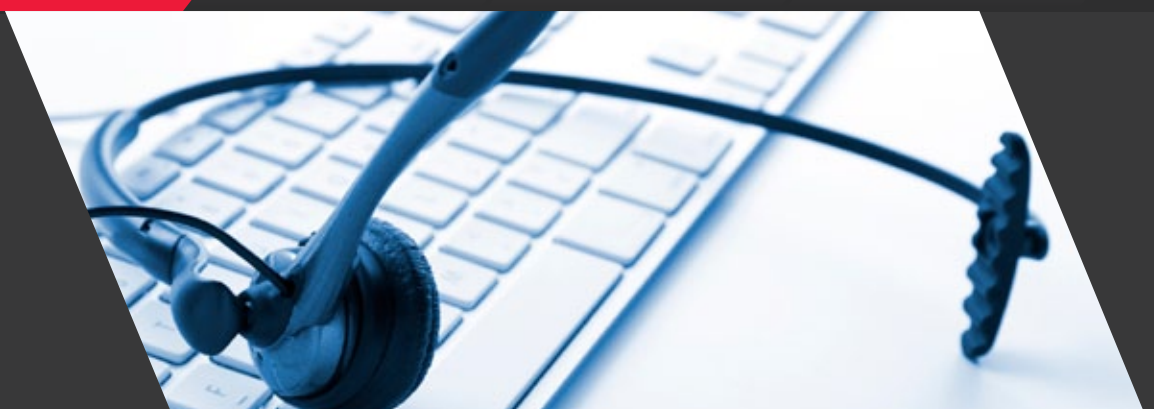
## Tangible Results

Enhance go the extra mile by **receiving enquiries** in the form of a set of Drawings or the Bill of Quantities, not just a *lead* that *may* have a requirement. Appointments are project specific with End Users, Design Consultants and Contractors.

We agree KPI targets with all our clients and produce monthly reports, providing measurable results.

## Transparency

Enhance's bespoke CRM software, Opp-timizer, **records every event** providing clients with total visibility of their dedicated Account Manager's activity and results.



# Enhance Opportunities

## Project Enquiries

Enhance will increase your sales opportunities by converting project leads into **tangible enquiries**.

- Enhance establish the Key Decision Makers on your projects. From Estimators and Quantity Surveyors to Buyers and Contracts Managers, we will identify a requirement for your products and services.
- After promoting your Unique Selling Points, Enhance's goal is to obtain a set of drawings or the Bill of Quantities, enabling you to submit your quotation.

## Appointments – New Build

Enhance generate more qualified appointments for your sales consultants, putting them in front of the **right people**, for the **right projects** at the **right time**.

- Enhance engage with the Architects, Consultants and Developers who specify your products on New Build projects.
- Once a requirement is established Enhance will schedule a qualified appointment to discuss your product specifications.

## Appointments – Refurbishment

Enhance schedule meetings with Public and Private Sector companies to discuss **refurbishment specifications**.

- Enhance identify the CEOs, Capital Project Directors and Building Consultants who manage budgets for large property portfolios.
- On establishing planned maintenance budgets, Enhance schedule a meeting with the key Specifier in your chosen sector.

*Opp-timizer*, our bespoke CRM, collates and enhances construction data from **Barbour ABI**

Opp-timizer records and combines the research of all our Account Managers to make us the most efficient, effective and exclusive Construction Telemarketing Company in the UK.

Provides access to 1000s of Estimators and QSs  
Tracks projects through all stages of development  
Manages direct email campaigns  
Analyses project sector results  
Facilitates supply chain management

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