

Fresh Start Marketing Allows Sales From Developers To Be Closed For Opus GB Through Sales and Marketing Support Package.

Introduction

Opus GB is the direct sales and installation arm to developers of global manufacturer Opus Technologies Ltd. Managing Consultant, Jennifer Potts, worked with the team to develop a sales-support and marketing initiative that would drive additional business from new build developments in London and the South-East. Materials were re-used as the company expanded into the Middle East and the housing development hotbed of Dubai. This resulted in commissions from top developers including St George in the UK and Nakheel in Dubai.

Background

New build properties offer the largest market opportunity for home automation equipment as the cabling required to power and feed the system can be installed during the build phase. Opus needed to deliver an end-to-end support service for housing developers, making it easy for developers to include cutting edge technologies in their properties at an affordable price and improve the specifications of their properties and market the benefits of this to their homebuyers. Many properties were 'pre-wired' allowing homeowners to upgrade to an Opus system if they wanted which required additional marketing support to secure system sales.

Objectives

- Secure business from housing developers for standard installation and pre-wiring
- Offer housing developers an essential sales and marketing support package
- Convert pre-wires to system sales

Mechanisms

- Created developer focused websites to provide targeted information.
- Developed full sales support pack for UK and Dubai developer sales teams including proposal and quote templates, case studies, presentations and price lists.
- Provided modular, adaptable displays for easy set-up and use at developer and



interiors exhibitions e.g. KBB, Index.

- Developer and electrical trade PR.
- Developed a suite of stylish adverts and the media schedule for use in developer publications like Showhouse.
- Worked in partnership with customers to develop customised brochures for each development to be used in developer show-homes and handover packs.
- Created point-of-sale materials and displays for use in showhomes to allow product to be demonstrated easily including simple perspex surrounds for keypads.
- Designed incentive scheme and training programme for showhome sales staff.
- Prepared direct mail campaign to homeowners for conversion of 'pre-wires' after move-in.

Results

Opus GB secured business in the UK from leading developers like St George, Ballymore, Berkeley Homes and Twigden Homes whilst in Dubai prestigious developments like Palm Island will feature Opus systems as a standard feature. One customer commented "Opus provides us with excellent customer service and even offers specialist marketing support which helps to promote St George and sell our properties without any hassle." On pre-wired properties conversion rates of up to 80% were enjoyed.

"Fresh Start Marketing delivered a suite of sales support and marketing materials that made it easy to deliver on the information and marketing needs of our customers."

Anne Hughes, Contract Development Manger, Opus GB Ltd

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