

CLIENT CASE STUDY: CONSTRUCTION SECTOR

Company Profile

Client	Charterhouse Building Services Ltd (now part of WSP Group)
Industry / Sector	M&E Design Consultants / Energy & Sustainability Solutions
Geographical Reach	National
Website	www.charterhouseuk.net
Partnership Duration	April 2006 – July 2007

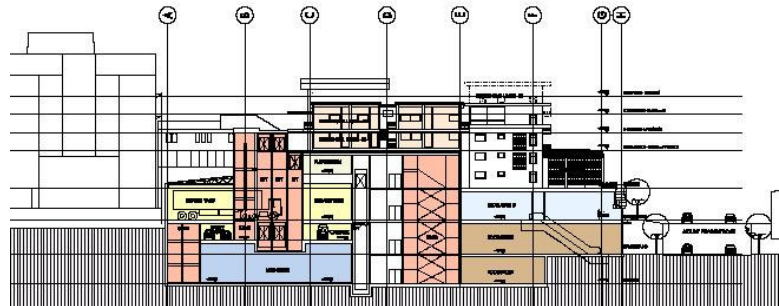
Charterhouse Building Services Vision

The Charterhouse Building Services (CBS) vision was to educate their target audiences about their M&E consultancy services; to grow by developing profitable relationships and become a unique and highly recognised Building Services Consultancy in the UK market.

In addition the Directors' aim was to introduce **Charterhouse ENERGY** – a new division offering services related to sustainability and energy legislation and compliance.

Strategic Partnership

With ROM the approach was to refocus on increasing quality sales activity by attracting other new customers to widen the customer base and minimise risk and to re-educate existing clients and raise awareness with new prospects in order to secure future opportunities.

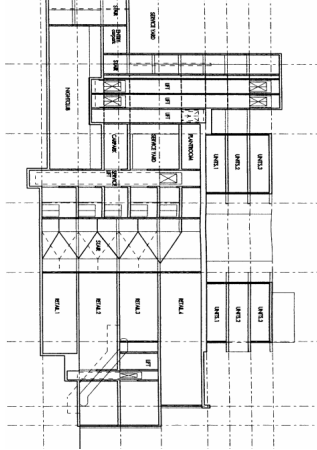


Partnership Results

ROM arranged for Charterhouse Directors to get directly in front of end-user decision makers including **Deutsch Bank, Akeler Group, London Metropolitan University, Targetfollow Group, Barclays and St George's Healthcare Trust** all which were highly desired prospects.

ROM's partnership with Charterhouse Building Services formed a unique relationship, working together to generate new contracts with a pipeline of future potential new business across a variety of industry sectors.

Skills Training and Mentoring the Team



“ROM’s role was to open doors to establish new, and develop existing, relationships in the market, using skilful advanced communication techniques to build rapport and develop interest among decision makers...”

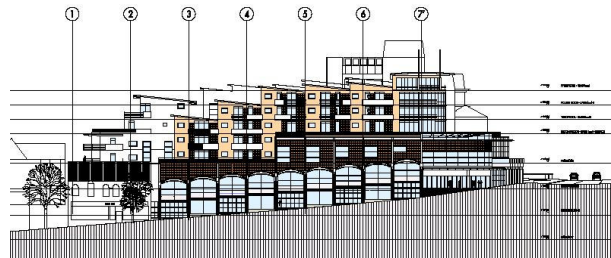
Paul Thomason, Charterhouse Director

“ROM also mentored the Charterhouse team in these techniques in order for them to have the skills to take the prospect/customer relationship to the next level,” added Paul Thomason.

Personal Difference & Growth – Executive Mentoring

“Working with ROM has resulted in my own personal growth. Their Executive Mentoring programme has also helped me to think more strategically and manage things differently.”

Stephen Booth, Managing Director



ROM Services

Charterhouse Building Services has employed a range of ROM services including:-

- **Business Development Consultancy and Strategy**
- **Strategic Telemarketing**
- **High Level Appointment Making**
- **Market Research**
- **Tender Tracking**
- **Tailored Communication Workshops**
- **Executive Coaching**