

# CLIENT CASE STUDY: CONSTRUCTION SECTOR

## Company Profile

<b>Client</b>	Dean & Dyball INTERIORS
<b>Industry / Sector</b>	Interiors and Fit Outs
<b>Geographical Reach</b>	Covering Southern Half of England
<b>Website</b>	www.deandyball.co.uk
<b>Partnership Duration</b>	July 07 – June 08
<b>Company Background</b>	Dean & Dyball's Interiors division offers a specialist fit-out and refurbishment service, either as a stand-alone facility or as part of the complete construction package

## Dean & Dyball Interiors Vision

During 2007 Dean & Dyball decided to extend their service offering to include an Interiors and Fit Out Division. This would be a niche market addition to the South West business model and it would complement the existing Building and Civils operations.



## Phase 1 – Market Research for the Interiors and Fit Out market sector

ROM initially conducted Market Research designed to give Dean & Dyball a detailed insight in order to gauge capacity/potential in the market, and level of competition both regionally in the South West and nationally across the Dean & Dyball geographical footprint. The results of this research would powerfully position the Dean & Dyball Interiors and Fit Out service to maximise return on investment.

## Phase 2 – New Business Development Campaign

The next phase comprised ROM making contact with strategic decision makers, introducing Dean & Dyball's Interior & Fit Out service using targeted calls, an information gathering approach, identifying opportunity and critical factors for conversion, developing rapport and interest and securing quality appointments and/or tenders to ensure results.

*"I felt confident meeting prospects knowing that ROM has initially spoken with them on our behalf and built the relationship..."*

**Martin Newman, Interiors Contracts Manager**

## Early Partnership Results

ROM targeted key Dean & Dyball Interiors' prospects, from the initial market research, and having explored their key buying criteria, arranged for Martin Newman to attend strategic meetings with decision makers with a view to negotiation/being short listed on tenders. Results in 42 days included 23 meetings and tenders in excess of £2m :-

- Refurbishment JD Wetherspoon
- The Plumb Centre , Via Wolseley
- Ritual Cosmetics – Leominster
- Yacht Haven Bar Mount Batten



## Prospect Meetings: Professional Support from ROM

*“The detail ROM has provided prior to a meeting has includes the prospects’ buying criteria, what they really think and need, and where they want to go. This information really helps you meet the prospect with confidence and honesty”, says Martin Newman*

*“The ROM team is professional, driven and supportive, helping and suggesting ways to deal with challenges. Following meetings, ROM is always available to take down the meeting notes over the phone, since I don’t have enough time to complete them myself and the feedback is fresh in my mind. Time marches on and you can forget key actions if you can’t get this done”.*

Martin Newman, Interiors Contracts Manager



## ROM Services to Dean & Dyball Interiors

Dean & Dyball Interiors has employed a range of ROM services including:

- Market Research
- Business Development Consultancy
- Strategic Telemarketing