

The Client – Warehouse design and fit out specialists

The Challenge

Our client provides everything from plant equipment to racking and pick & pack technology. They accept that their sales personnel are not particularly good at prospecting and prefer to nurture existing clients. Our client has identified new warehouses which are at the planning stage and wants to use an external agency to promote their offering.

The Project

We have been asked to secure appointments with the architects who are commissioned to start the planning and design phase, so that our client can go in at the start and get involved in the fit out of these new facilities. We are also promoting the brand to large firms who may not currently have a project, but who may want to engage with our client at a later date.

The Results

Using Glenigans data, we have, to date, secured 7 opportunities with architectural firms who are putting together the plans for new warehouses around the UK. We are typically achieving one new opportunity per day for this client, and the project will continue for the remainder of the year.