

MGS



Market Generation Services Ltd

expanding your sales
growing your business

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MARKET GENERATION SERVICES LIMITED

Market Generation Services Limited does exactly what the name says: we generate the market, for your business.

In the 21st Century, British business can no longer expect to grow by taking a passive approach to new client opportunities when so many other companies are adopting a proactive strategy to keep them in the fore front of the customer's mind.

However, we recognise that too many small to medium size enterprises do not have the time or personnel to dedicate to this task – not even one day a week. To be successful those individuals need to be trained and equipped with an arsenal of skills. Skills people in your company may not have; skills to focus on your market.

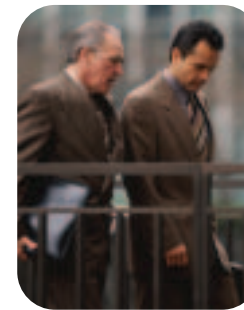
Marketing personnel of this calibre are not normally available part-time and besides the cost of a full time salary would expect benefits and a car or other perks – something many businesses can't afford.

That's why **Market Generation Services Limited** exists. We have those trained marketing people that you need; people with the dedication and focus necessary to make a real contribution to your company's future.

We will supply one of these marketing professionals to your company, one day a week for a standard daily rate.

Operating in your company's name, from your office premises, our staff will to all intents and purposes be a member of your staff. We take care of the training and their remuneration package.

Our national client base will soon be in excess of 500 companies – some of those could be your competition! Can you really afford to ignore this opportunity?



The Service

How We Do It For You...

Using your own office phone, the **MGS** marketing person will concentrate on developing your agreed target market by generating sales opportunities – this is a door opening service to attract enquiries to supply your goods or services or secure competitive tenders. In the process, the marketing person will set up appointments for you to further promote and create confidence about your company in the market. Additionally, we build a database of business prospects for you on your systems with a record of every contact, detailing the development of the relationship.



Market Generation Services Limited supplies this experienced marketing person, one day a week for the duration of the contract period (excluding one week over Easter and three weeks over Christmas and New Year).

At the end of each day they will sit down with you to discuss progress made during the day and to apprise you of the hot prospects expected to come in during the following week. You will have a similar short meeting at the start of their next day in order to catch up on what occurred during the past week.

Generally using their own laptop, they will upload the data base, any letters / faxes / emails to be sent out, details of appointments made, records of hot prospects / tender opportunities, and / or tenders received by the company, on to your system.

The service is available on either a four month or 12 month contract period.



The Generation

What We Do For You...

For companies involved in tendering for business: this generation service will identify suitable tender opportunities for the client's mainstream business, getting the client company onto tender lists, approved contractor lists, setting up appointments, and generally creating confidence in your business. These opportunities are created by the marketing person either working from leads provided by you or from our own preferred sources which we provide. Alternatively, they can network off your existing contacts, get your name onto the approved contractor / supplier lists of local authorities, associations or large corporates, and in the process providing you with invaluable market feed-back.

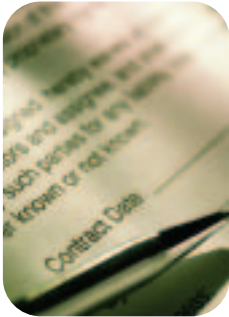


For professional companies (e.g. Legal, Accounting, Financial, IT): the market generation service will work in conjunction with dedicated promotions; for example, corporate health checks, which provide opportunities for the provision of fee generating professional services. Our service will set up those strategic appointments in the most cost effective manner. One day per week should provide your executives with suitable tactical meetings or enquiries.

The Market

Where We Will Go With You...

The **MGS** marketing person is a member of your team doing exactly what you require with respect to your market to open up **new seams of business**, developing new pastures. At the outset of the contract we will work with you to develop and agree on the market you want to contact and the strategy we will follow. You remain in control at all times.



Many authorities are now outsourcing their **approved contractor listings** to other organisations. Due to the vast number of competitors all listed on the same service for similar work, there is very little opportunity of actually getting selected for tender lists. However, identifying upcoming contracts and pro-actively making direct contact substantially increases success rates.

There is a greater emphasis on **partnering arrangements** these days. These partnering companies often do not carry out the work themselves, subcontracting to local companies. Identifying and monitoring these opportunities is a further service that can be provided.

We all do business with people we know and trust. We provide an on-going "Keep In Touch" service for you to your clients and prospects to continue to develop this trust level.



As wholesalers of electrical materials we saw Market Generation Services Limited as a proactive means of developing new business through the expansion of our client base. In the process they developed a new computer database which now enables us to control our client contact follow up regularly

Mr Andy Vink
Director, AV Electrical Distributors Limited, Oxford

Why the marketing professional is so valuable in today's market place...

Frequently this role is handled by a Director, Partner or senior manager who has other responsibilities that more than fill his time each day. This leaves no dedicated time for cold calls and even less time for following up.

You can have the most competitively priced product and the best service available but **if the prospective client has no knowledge of your company** or if he or she remembers another company name ahead of yours, chances are you will not be getting the opportunity. It's said that before you see any opportunity from a prospective client you need to make contact five times or more in a disciplined, organised manner. That is:

1. the cold call
2. a letter with introductory profile of the company
3. follow up call
4. call back after an agreed period
5. further call or appointment.

Spread over five weeks this approach is the basic minimum for starting any business relationship today, and for most people with other responsibilities in the company, it is virtually impossible.

Market Generation Services Limited supplies the marketing person who, one day a week, does this for you!

This is a **door opening** service that facilitates sales opportunities for you. The presence of, and feed back from this marketing person will make your task more **achievable**, bringing you **experience** from outside your business.

Even after a bid or sales opportunity is completed or closed, the relationship developed by the marketing person becomes all the more important to ensure a **continued follow-on** of bids or opportunities, developing good new clients for you who will begin to bring you ongoing, profitable new business.





As main building contractors and bespoke joiners, we have, in the past year, benefited greatly from using a market generation services source. Such a service has enabled our company to get on to the Approved Contractors' Lists of several authorities in the London area, including both public and private organisations. This has provided us with further sources of tenders and a more recognisable name and reputation, as well as having given additional value added to our company.

Mr Peter Wilton

Managing Director, Thames and Newcastle Limited, London W10



We successfully used market generation services to increase the number of competitive tenders we were receiving. Over a period of 4 months we saw in excess of 50 tenders from new sources.

Mr Scott Buckley

Director, REL Electrical, London E3



We had completed a number of jobs in the past for major construction contractors but were not getting the repeat enquiries we had expected despite having performed satisfactorily. Using market generation services approximately 20 contacts from our existing client list were networked to develop a database of over 200 contacts who could grant further tenders to us. In the process they identified which approved contractors lists we needed to be on and what documentation was required to secure approved contractor status. Once achieved the marketing person began to solicit for new tenders from those major construction contractors we wanted to be working with as part of our marketing plan.

Mr Alan Oliver

Director, Checkmate Fire Solutions Ltd, Essex

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