

# Case Study

from Xen Consultants Ltd.

## **Xen Opens the Door to Increased Sales for Stanair Industrial Door Services Ltd**

*When established industrial doors company, Stanair, felt their sales approach needed a boost to maximise opportunities and build their customer base, Xen provided a sales strategy to achieve this and helped implement it. The results increased sales appointments immediately and changed Stanair's approach to new prospects going forwards in a more targeted and impactful way. The three days at Stanair reignited the sales team's passion and motivated them to exceed their sales targets.*

### **Customer Background**

Stanair Industrial Door Services Ltd is a well established business, founded in 1974 in Kettering, becoming one of the UK's first specialist industrial door repair companies. It now has depots across the Midlands in Kettering, Milton Keynes, Rugby and Peterborough, repairing and selling industrial doors.

In 1995 the company purchased Shire Security, a complementary business, which installs and maintains intruder alarms, access controls, fire alarms, fire extinguishers, nurse call and CCTV.

Stanair is a well accredited business, with ISO 9001:2008 certification; is a member of the Door and Hardware Federation (DHF), Automatic Door Suppliers Association (ADSA); and SAFE contractor approved. However, much of Stanair's success is down to its commitment to people, with the majority of the company's employees being with the company for a decade or longer.



Stanair holds the Investors in People award, the Age Positive criteria and has attained the National Training Award.

The company prides itself on its excellent customer service with their 'famous' guarantee 'to either secure or repair your doors on the first engineering visit or you don't pay a penny'. Customers will normally have an engineer on site within two hours of making an emergency call (often sooner), 24/7, 365 days a year.

### **The Issue**

The tough economic climate saw a reduction in client numbers. Along with two salesmen, one long standing and the other relatively new, Stanair had to maintain sales among existing customers and build up the customer base.

With little previous marketing activity, David Wood, Service Director, knew there had to be a better, more structured approach to selling their industrial doors and helping the team to increase their sales, their motivation and have more control over their own commission levels.

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The traditional approach of 'door knocking' prospective customers on industrial estates was still generating good enquiries among smaller and medium sized businesses, however the bigger ones seemed impenetrable, with security constraints and contact details of key personnel withheld.

Existing customers also had little contact from Stanair between their annual contract renewals for possible cross selling or upselling opportunities.

David had to find a solution to reduce any further impact on sales and provide direction to the team's efforts at a difficult economic time.

### **Xen's Solution**

Xen's relationship with Stanair began via referral to David Wood at a networking group attended by another Stanair colleague.

Following an initial meeting, Xen's Director, Michaela Graham quickly understood their need to motivate the team, give their sales approach direction and enable an improved method of monitoring performance and measuring results.



Michaela devised an improved strategy:

- Using canvassing activity to identify correct contact, type of business and identify doors that need repairing / replacing, to make telephone call more relevant
- Adding them to the customer database
- Calling decision makers directly to:
  - Arrange an appointment
  - Introduce Stanair and products
  - Understand when their contracts are due for renewal
  - Identify what their requirements may be
- Meeting to clarify their needs and how Stanair can help
- Providing quotes
- Keeping accurate records on customers activities
- Diarising when to call back if they didn't have an immediate need
- Confirming happy to keep in touch for future marketing re: cross selling / upselling opportunities

Xen helped draft an initial script, only as an aide memoire, that the team would 'own' as their confidence grew, tailoring it to each individual's personality. Xen also advised on acquiring a Customer Relationship Management system in due course to manage customer information in a more helpful way.

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## **Cont...**

David now monitors activities and results every week and as a result of Xen's involvement has seen the number of appointments increase, especially among the larger businesses, which generate bigger opportunities.

### **Client Testimonial**

*Stanair Industrial Door Services Ltd had, for many years, operated a very traditional approach to sales with our representatives physically door knocking at industrial units to generate business. However, with our target market being the larger multi-industrial door companies we were finding it harder to get past the security personnel to contact the relevant person.*

*This is where Xen Consultants Ltd came in. Xen put together a sales training course, spread over several days whereupon our staff were taught the basic fundamentals of telephone sales, constructed a sales approach relevant to our particular business and a scripted format for approaching businesses via telephone.*

*This was coupled with a structured approach to completing telesales work and the end result has been a much more targeted and successful approach which, even in these hard times, is starting to achieve results.*

*Xen Consultants Ltd, without doubt, were instrumental in achieving this as they put considerable time and effort into our training which has also had the added benefit of motivating our staff to achieve.*

*In fact, we were so impressed we have retained Xen Consultants Ltd to return and spend further time with us on a regular basis to assist in steering our telesales in different marketing directions in the future.*

David Wood, Service Director, Stanair Industrial Door Services Ltd.



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