

# Applying The Power of P

Tony Pickup, Founder of consumer protection organisation DGCOS, looks at how the scheme's members have created a sales edge by being able to offer homeowners peace of mind should the worst happen as we've seen recently with the failure of a significant supplier.

**DGCOS is recognised for its consumer protection and support credentials, with a firm focus on promoting industry best practice, writes founder Tony Pickup.**

What isn't so well known, is how powerfully a business membership affiliation with the DGCOS brand can make a positive impact on a company's retail sales. Savvy installers are recognising that they can reap rewards by offering something different to consumers who are about to part with their hard-earned cash. We call it the Power of P, a blend of the traditional 5 Ps of marketing, with our own DGCOS brand input.

## Product

Understanding what tangible and intangible features and benefits of your product have the most influence on a potential customer's perception and purchase intentions, to precisely meet their needs. Without a desirable product, selling becomes difficult. So, presuming you have a good product, the key to achieving the 1st 'P' is product training. Only when you have the required amount of knowledge will you be able to sell.

## Price

There's always great debate around the importance of price in a purchasing decision. True, it's important because people do have limits and budgets but if

they're talking to you in the first place, then you're probably in their 'spend ballpark'. It's been proven that price positioning is one of the factors that lead to sales success but critically it is rarely the main factor. Following our 'P' theory will enable you to price correctly and accordingly.

## Person

It's the age-old cliché, people buy from people. As much as it is a cliché, that doesn't mean that it isn't completely true. If you aren't likable, engaging, friendly; if you can't get the right balance of listening to your potential customer and talking – the sale will likely not happen. Whether you employ a handful of surveyors and fitters or a huge sales team on the road, every single member of your business can make a positive impression and encourage word of mouth that will ultimately lead to sales growth.

## Payment

If your potential customers are unable to fund their purchase they will never buy. Much of this is out of your control. The consumer will either have the money or not. To regain some control, you can arrange a lending facility via a consumer credit finance lender/broker.

## Peace of Mind

The key to the sale now relies upon peace of mind. This can

come from a powerful endorsement from a trusted body that has the mechanisms to protect the consumer. To do this and achieve the 5th 'P', you must provide services, support and security which guarantees that your customer will not be left disadvantaged.

Crucially, as a DGCOS member, you already provide consumers with comprehensive peace of mind. From the minute your customer signs the contract they are protected.

## SafeGlaze

Sadly, enhanced protection for consumers isn't just a 'nice to have' in theory as we've recently witnessed. At the time of writing, the demise of SafeGlaze UK has potentially left homeowners with unfulfilled orders, missing deposits and no come-back in terms of genuine, unlimited IBGs. [i](#)

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