



Discount Sales Closing Tool Launched

Leads 2 Trade is set to provide installers with a sales closing tool that will double their turnover and send their sales conversion rates through the roof – claims the company.

Following a trial and the resulting success in the north of England and Scotland, the provider of double-qualified sales leads for the home improvement industry, is rolling out a discount scheme across the nation..

The discount programme is exclusive to Trusted Local Supplier (TLS) Discounts within the home improvements market in the UK and allows installers to offer substantial discounts of up to 20% to potential customers with minimum impact on their gross margins, giving them a significant edge over competitors' quotes.

Early adopters have reported sales conversion rates improving from 1 in 3 to a 1 in 1.2 with minimum impact on margin.

Installer experiences

Andy Royle of Leads 2 Trade says: "We've had many installers think that it's too good to be true. However, our existing

members who have signed up to the scheme are the proof that it can quickly transform your business. Everybody using the scheme is increasing their turnover dramatically and making more money."

The scheme's structure allows installers to price up a job and offer a discount with minimal upfront investment. For example, on a £10,000 job, installers can offer a £2,000 discount by staking just £400. The installer then provides the customer with the £2,000 discount offer to use as a deposit against the order. Then the customer pays the £8,400 balance making the quote the cheapest option.

Shaun Ellison of installer Barriertherm UK, says: "We've doubled our turnover since we adopted it – we close pretty much every sales lead we go to."


Kieran Mitten of AWC Windows says: "Using the TLS discount scheme has been game-changing and profitable for us. As a result, in the next 12 months, I expect our turnover to double using it. It has been the ace card up our sleeve and we are reaping the rewards, closing eight out of 10 pitches."

Versatility

The versatility of the TLS discount tool is another key benefit. If installers are buying leads from Leads 2 Trade then they can use the discount offer on none-Leads 2 Trade leads, maximising its impact on their business.

To enhance the scheme, installers could soon potentially offer increased discounts. John Cohen, owner of TLS Discounts, says: "Offering up to 35%, for example, would make any installer the cheapest in any post-code and anyone trying to compete with one of our installers simply won't be able to."

How it works

Householders download the TLS Discounts App and acquire their discount against a home improvement and apply it to the quote they have received from an installer. They can spend half of it as part of a deposit payment having secured an unbeatable price. The other half can be spent on groceries, taxis, travel, eating and drinking or whatever else is available from 70 participating national businesses. 

Dream Catchers

Fabricator TWR Group has announced the completion of a major property acquisition that will see the company bring its PVC-U and aluminium operations together in one 'dream factory'.

The company has purchased a 65,000sq.ft factory in Sunderland that will provide a platform for future growth and create a one-stop-shop for customers.

The move will see TWR Group relocate its PVC-U operation from a smaller Sunderland factory and its aluminium works from its headquarters in Peterlee.

The new factory will feature new machinery, trade counter

and a brand-new aluminium showroom to showcase TWR's aluminium products from Smart Systems, including the Visofold 1000 and Visofold 1000 Slim bi-fold doors, AluSpace interior steel-look door and screening system, Visoglide Plus sliding patio door and the Alitherm heritage window & door range.

The consolidation will streamline operations for customers who currently source PVC-U and aluminium products from separate sites, while bringing all delivery and operations to one place, cutting down on paperwork and streamlining the business.

MD Terry Richardson says: "The



new factory signals an exciting new phase for TWR Group. It will provide the foundation for our continued growth and allow us to serve our customers with more efficiency and with an expanded product range."

TWR Group is targeting the completion of the whole factory by spring/summer next year. **f**

Hitting A Chord And Joining The Brand

Keylite Roof Windows has launched its new Verified Installer programme that is really hitting a chord with installers keen to undertake expert training before being connected to homeowner leads.

Keylite is looking for professional installers to join the net-

work that will strive to promote best practice and in return, installers will receive a number of benefits. The initiative will allow installers to increase job opportunities by getting referrals in their local area after taking part in Keylite product installation training for free.

Being Keylite verified will also

come with a variety of complimentary services – from accreditation to generate sales leads, to support on how to grow a customer base.

Installer directory

Liam Ball, Keylite's Verified Installer project manager, says: "The Keylite Verified Installer programme has been developed with a view of improving best practice when installing Keylite products and to also help connect end-users with trusted businesses and installers.

"Homeowners will know that an installer is verified by Keylite via phone enquiry or a listing on Keylite's online installer directory."

Those eligible to apply to become a Verified Installer must complete training modules on Keylite products to ensure they possess comprehensive knowledge of the features, benefits and best-practice installation techniques. **f**

