

Fresh approach from The Window Consultant

In April of this year, an exciting new consultancy service was launched by industry figure, **Martin Hall**. Self-titled **'The Window Consultant'**, the business plan has been to offer a wide range of affordable and easily accessible sales and marketing solutions to the whole of the UK window and glass industry

Martin is well known to the industry over the last 15 years, having worked in a senior management role at three leading trade PVC-U 'super fabricators'. For the last six years he was employed as Sales Director and was also a company shareholder with leading WHS Halo fabricator John Fredericks, before leaving in December last year, further to the successful sale of the business to A & B Glass in Sudbury.

He very much feels that he has spotted a gap in the industry for an affordable, cost effective and user friendly consultancy firm that offers a 'one stop shop' to businesses of all shapes, sizes and sectors for sales & marketing services, resources and most importantly manpower.

As Martin explains: "There are four main strings to my bow ranging from sales and marketing advice, interim management, sales agency through to recruitment. I am convinced that my service is somewhat unique in that I am essentially repackaging all of the skills, experiences and day to day activities within my previous role as a sales director and offering this to window companies on a flexible or part time basis. This means that you can access a senior sales resource for as little as one day, without incurring all of the expenses and overhead of a full time sales resource."

The initial response has been overwhelming and Martin has secured clients across all sectors of the industry, with each sourcing a multitude of his wide variety of services. He explains: "It would appear that the affordability and flexibility is particularly appealing as companies are still very much caught in the cross fire of the recession in terms of needing help to generate sales without wanting the huge expense of a full time sales resource. My new



ABOVE: There are four main strings to Martin Hall's bow ranging from sales and marketing advice, interim management, sales agency through to recruitment.

concept allows them to utilise a senior sales & marketing person with up to date market skills and experience for as long as they need or can afford.

"The experience for me has been thoroughly enjoyable and rewarding as clients seem to have revelled in the opportunity to have an independent advisor to their business, whereby they can bounce ideas and debate issues with me and expect a totally objective, no nonsense reply without me having the shackles and obligation of employment hanging over me. That means I tell them what I think, not what they want to hear!"

The key difference with Martin's consultancy advice and associated range of services is that he is still active himself on the front line of trade and retail sales, representing a number of companies in a sales agency role including an East Midlands retailer and also a Yorkshire-based national distributor of timber windows and doors. This means that he is fully up to date with the changing moods of every sector of the industry and allows him greater empathy with all of his clients.

Company owners also seem to be completely tuned into the idea of accessing a part time external sales resource. For the sole cost of a day rate

and expenses, the client secures a resource which is fully self-sufficient in terms of transport and communication and with a modicum of product and company training; the consultant can be fully operational and adding sales to the top line within hours.

"I think all company owners and managers have shared my previous frustrations and more importantly the financial burden of an under performing full time sales resource and the flexible employment solution that I can offer seems to have caught the eye of many trade window companies in particular." Martin points out.

As a result of this incredible interest in the interim management and sales agency, Martin is now actively seeking to recruit more 'consultants' to join him and his revolution to allow a wider range of outsourced sales and marketing skills to the window industry.

"I am extremely excited by the way that this idea of outsourced external sales people is developing and if I can find the right calibre of people, with suitable circumstances in terms of wanting a flexible and varied working week, then it may be that I can create a network or team of sales consultants that window companies across all sectors can tap into on a part time basis." enthuses Martin.

The Window Consultant certainly appears to be offering a fresh approach to all of the sales and marketing needs of the window industry and most importantly is deconstructing the perception within the industry that consultancy is seen as an expensive luxury as opposed to affordable cost effective sales tool.

CONTACT INFORMATION

Tel: 01664 560509 or 07849 432798
E: martin@thewindowconsultant.com