

CLIENT CASE STUDY: CONSTRUCTION SECTOR

Company Profile

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| Client | Clegg Construction |
| Industry / Sector | Building Contractor |
| Geographical Reach | East and West Midlands, South Yorkshire |
| Website | www.declegg.co.uk |
| Partnership Duration | November 06 – January 08 |

Clegg Construction is part of the D E Clegg Group, a privately owned construction, property and engineering group established since 1930 and based in Nottingham.

Success and Results

- Outstanding
- Met our expectations
- Went the extra mile
- Opened doors for us
- Completed and exceeded our wish list
- Developed future tender opportunities
- Certainly didn't do just the basics
- Had ideas, provided other options
- Relationship building - revived past contacts and established new ones

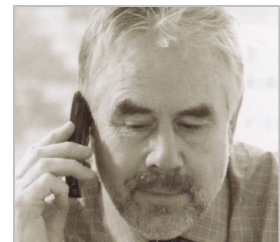
“ROM were professional, proactive and hard- working. It felt good to have the backing of professionals”

*Peter Warren
Business Development Director*

Clegg Construction Vision

Simon Blackburn, Managing Director and Peter Warren, Business Development Director of Clegg Construction had a vision to capitalise on the developer market and to open the doors to facilitate opportunities with wish list developers.

Simon Blackburn, Managing Director, contacted ROM having partnered with ROM in a previous company. Knowing the level of success previously achieved, Clegg Construction appointed ROM to design and deliver a New Business Development campaign to achieve their vision.



Relationship with ROM

ROM identified Clegg Construction's strengths in **Student Accommodation, Luxury Apartments and Flats, Commercial, Industrial** and **Retail** sectors, and revitalised the interest of professionals in the market to find profitable tendering opportunities.

For years Peter had been doing the job alone successfully growing Clegg Construction. However, larger and more frequent opportunities required support. Working with ROM provided a strategic focus, and selectiveness for sifting the right opportunities.

“We were receiving opportunities; however, there wasn’t a constant drip feed from developers which is what we would seek. ROM added immense value by calling and following up leads and building relationships. This was the consistent approach that we needed”

Peter Warren, Business Development Director

Reaching Our Target Market: Developers

Key factors for choosing ROM were as follows: -

Proven construction sector knowledge
Extensive database and research capabilities
Consultative approach – clearly defined vision
Similar business values
ROM could also provide tailored training to develop our people



Partnership Results

“ROM’s partnership with Clegg Construction has been a unique relationship, working together to generate new and substantial business contracts with a pipeline of future potential new business across a variety of industry sectors.”

ROM Services

Clegg has employed a range of ROM services including:

- **Business Development Consultancy and Strategy**
- **Strategic Telemarketing**
- **High Level Appointment Making**
- **Market Research**
- **Tender Tracking**
- **Tailored One-to-One training to transfer these skills into Clegg Construction’s business**