

CLIENT CASE STUDY: CONSTRUCTION SECTOR

Company Profile

Client	Nuttall John Martin Construction Ltd
Industry / Sector	Civil Engineering Contractor
Geographical Reach	Lincolnshire, Cambridgeshire, Norfolk, Suffolk
Website	www.johnmartin-construction.co.uk
Partnership Duration	May 2005 – May 2007

Nuttall John Martin Vision

Nuttall John Martin's (NJM) vision was to give clear communication to their target audience, in order to educate them about their solution-driven service offering, and to continue developing into one of the **Best Regional Civil Engineering Contractors**.

“ROM gave us a structured ongoing market penetration with knowledge about positioning and information gathering.” Dave Craft, Business Development Manager.



Professional, Knowledgeable and Confidential

“ROM is professional, knowledgeable and of prime importance to Nuttall John Martin Construction. Confidentiality was demonstrated from the start. ROM are ‘PARTNERS’ in every sense, and have become part of our business effectively supporting and inspiring our business development section”, added Dave Craft.

Strong Partnership with ROM



In 2005, Nuttall John Martin's General Manager, John Boal, and the management team identified a need to restructure the business development because they found themselves in the position of being over-dependent on a small number

of key customers nationally, which resulted in little or no presence in the local market.

“ROM interpreted our needs immediately. They understand civil construction and our needs i.e. building the sales pipeline, building relationships with key decision makers giving us a greater understanding of real opportunities in our region”

John Boal
General Manager. Nuttall John Martin

Their approach was to refocus on increasing sales performance by attracting other new customers to widen the customer base and to re-educate and raise awareness in the local market in order to secure local opportunities.

Getting in Front of Real Decision Makers

“ROM always delivered a professional service and was always very focussed on the mission in hand. ROM taught me how to market; I came from construction and had never considered the correct language to use and the right way to ask questions. It was a real learning curve”, says Dave Craft.

“ROM has a skilful knack of getting me in front of the real decision makers. After ROM had arranged meetings the comments from the prospects were always very positive. ROM worked with us not for us...”

“Another one of their undoubted strengths has been the ever increasing flow of related information through market intelligence whether it be sector and or project information.”

Dave Craft
Business Development Manager. Nuttall John Martin



Confidence in Marketing

“ROM is a group of people doing a specialised job in one place with one goal that they all understand and work together to achieve. ROM has taught me a lot about marketing and given me confidence in my own ability”, added Dave Craft.



ROM Services

Nuttall John Martin has employed a range of ROM services including:

- **Business Development Consultancy and Strategy**
- **Strategic Telemarketing**
- **High Level Appointment Making**
- **Market Research**
- **Tender Tracking**
- **Tailored Communication Workshops**
- **Executive Coaching**