



Surveying business doubles turnover as it restructures for growth

A specialist surveying company has doubled its turnover, and more than doubled its staffing levels, after embarking on a new business development programme with construction business development specialists ROM Consultancy

Pyments, a niche organisation based in Warwickshire, UK offering a range of quantity surveying services for national and international clients, has repositioned its business assisted in part by working with ROM Consultancy, which has enabled the business to remain highly competitive in a market that has struggled during the recent recessionary period. The business has achieved consistent levels of growth throughout the last three years by developing an extensive new business strategy and implementing this across the business.

Working closely with ROM, Pyments devised a new business strategy and analysed the infrastructure of the business. This included implementing a new business strategy targeting key players in the industry such as main contractors, specialist sub-contractors and developers to communicate the company's comprehensive market

offering which, when utilised, results in an efficient construction programme. This greatly assists contractors in achieving their promise to complete all projects on time and on budget.

Greater communication with customers

A key barrier to business growth for Pyments was its' outdated Customer Relationship Management (CRM) system; this wasn't contributing towards communications with lapsed clients, tracking relationships with desired clients and was preventing the company from automating its' new business campaigns. ROM worked with Pyments to introduce a new CRM solution as a central point of intelligence. The new system provides greater intelligence on Pyments' clients and previous business, enabling them to

re-engage with old contacts and communicate proactively with new prospects.

As a result of gaining greater intelligence from its' customer base, Pyments was able to better understand the needs of its' audiences and re-structure its' service model to accommodate. ROM worked closely with directors of the business to understand the size of contracts the company aspired to service, the USPs of the company and its' audience profiles, before actively engaging via ROM's strategic telemarketing service, with existing, lapsed and desired customers to understand how Pyments could diversify their services to continue to meet their evolving needs. ROM secured a number of high level appointments and enquiries through developing relationships on the telephone on Pyments behalf.



**Tim Hart,
Managing
Director at
Pyments
explained:**

"The construction industry was hit hard by the recession and we knew it was

important that we seek external support in order to continue to grow the business during difficult times. We didn't have the resource or expertise in-house for focused business development, which is why we sought external support. ROM helped us to reposition the business and place more of a focus on the needs and pain points of our varied customer base, so that we could evolve our existing business model to accommodate this information.

"ROM's support in sourcing a new CRM system and the work they did with us to help us engage with past and existing customers gave us more intelligence on our customers and targets and made it clear that we needed to diversify our services in order to remain a valuable supplier to businesses in the contracting, private and specialist sectors."

Diversifying services to facilitate new opportunities

Pyments listened carefully to feedback from the customer base in order to understand how their needs had changed over time. Following a workshop with ROM during which directors and senior managers of the business explored the key transferable skills, divisions and experience in the business, the company was able to diversify its' core service offering in order to appeal to a wider client base, thus facilitating new opportunities, projects and customers. The business is planning on introducing a new service to complement its' existing five core divisions; project services, project monitoring, mechanical and electrical solutions, dispute avoidance and bespoke training. This will enable the business to deliver a multi-disciplined market offering to customers both old and new.

A direct consequence of Pyments' diversification was an increase in demand for their specialist services, which in turn drove a requirement for more skills and resources in house. As a result, the business has more than doubled its employee head count over the last two years, growing from a practice employing just eight people in 2012, to a business that employs 18 people, with plans to double this again in the next few years. These numbers have coincided with an increase in turnover from circa £900K in 2012 to a projected turnover of £1.8 million by the end of 2015.

Tim Hart continues: *"With ROM's assistance and by communicating more effectively with our target markets, we have been able to diversify our market offering and offer a full service to customers on commercial and contractual projects, from inception to completion. We have seen demand for our services grow at a time when the overall performance of the construction industry in the UK has been inconsistent and continually fluctuating. Re-positioning our business has enabled us to expand into other areas of the surveying sector, grow our staff levels and increase our turnover, ensuring we remain competitive and poised for even further growth as we now start to leave the recession behind."*



Preparing for future business growth

Pyments' growth does not stop here. The business has further plans for future development and growth. The business has also been able to increase its own resources in new business development, fully supported by ROM to continually cascade its systems, knowledge and business conversion skills. The plan now is for the company to bring its business development in-house and continue to operate a robust and effective new business strategy.

Steve Suggett, New Business Development Director at ROM comments on how well Pyments has restructured its business during difficult economic times.

"It's been fantastic to witness the transformation of the Pyments business, both in terms of its own evolving infrastructure, and in the way that it communicates with its customers and prospects. The ROM approach when working with new business development clients is transference of skills – as our customer's grow, we actively support them to bring new business development resources and skills in-house and to become more self-sufficient. We look forward to continuing to support Pyments as the business evolves"

ROM also offers a range of executive consulting services designed for directors and partners, who decide to develop, grow and energise their board. Through expert consultancy, succession and exit planning, one on one coaching, and support, ROM's proven methodologies positively change your business. See www.rom-consultancy.co.uk

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