

---

# Our Services.

# Marketing & Business Development.

**We are a new type of marketing and business development consultancy, working entirely within the built environment.**

With over 25 years of experience, for a mixture of consultants and contractors, we have the knowledge and expertise to make a truly significant difference to your business. We provide:

- Consultancy services
- Learning and development Programmes
- Research services
- Complementary services, and
- a VIP Members' Club

All of our service provisions are based on our "creating relationships... and making them profitable" business model.



# Consultancy Services.

## Making the right connections

These are the consultancy services we provide to help you make the right connections:

### Networking

- Undertaking networking to improve the company's visibility
- Attending networking functions, with people from your company, acting as a mentor

### Referrals

- Developing a referrals strategy
- Implementing a referrals strategy

### Public speaking

- Obtaining relevant speaking opportunities for your company
- Assisting your company in preparation for speaking

### Articles

- Obtaining relevant opportunities to have articles published
- Assisting your company in preparation of the articles

### Online

- Developing an online strategy to increase the number of connections you are making
- Implementing an online strategy

### Media

- Developing a media strategy for your business
- Implementing a media strategy for your business

## Undertaking effective marketing

These are the consultancy services we provide to enable you to market more effectively:

### Strategy

- Develop and create your marketing strategy
- Manage your marketing strategy
- Communicate marketing strategy within your organisation

### Internet marketing

- Develop your Internet marketing strategy
- Review your Internet presence
- Critical analysis of your website
- Creation and management of your email marketing campaigns
- Creation and management of your Web 2.0 marketing campaigns

### Events

- Creation and management of your marketing events strategy
- Design and creation of event stands and material
- Undertake event management

### Feedback

- Creation and undertaking of marketing feedback exercises

### Information

- Conduct market research into your current and target markets

### Materials

- Develop a marketing literature strategy
- Write marketing literature including capability statements and brochures
- Design and produce marketing literature
- Develop and manage a marketing merchandise strategy
- Co-ordinate and procure marketing literature and merchandise

### Targeted business development

These are the consultancy  
services we provide to help  
you undertake targeted  
business development:

#### Strategy

- Creation and management of your overall business development strategy
- Creation and management of your business development processes/procedures
- Resourcing of your business development requirements

#### Sectors

- Creation and management of your overall sector business development strategy
- Creation and management of each individual sector business development strategy
- Research and write "state of the market" reports for any sector
- Develop sector market entry strategies
- Undertake sector market entry strategies

#### Services

- Creation and management of your overall services business development strategy
- Creation and management of each individual services business development strategy
- Research and write "state of the market" reports for any service
- Develop service market entry strategies
- Undertake service market entry strategies

#### Frameworks

- Identification of relevant frameworks
- Framework bid management
- Framework management

#### Key accounts

- Development of key account strategies
- Key account programme development
- Key account programme management
- Individual key account development
- Individual key account management

#### Opportunities

- Overall opportunity management strategy, systems and procedures
- Undertaking the placement of your company on all necessary databases, websites etc to ensure you receive all relevant opportunities

### Successful work winning

These are the consultancy  
services we provide to  
help you to successfully  
win more work:

#### Strategy

- Development of work-winning strategies for all bids

#### PQQs

- PQQ writing
- PQQ 'red team' reviews
- PQQ post submission analysis and client feedback reports

#### Tenders

- Tender writing
- Tender 'red team' reviews
- Tender post submission analysis and client feedback reports

#### Interviews

- Assistance with interview content and team formation
- Interview training
- Running of practise interviews

#### Bid management

- Provision of bid management services

#### Client feedback

- Undertaking feedback exercises, both from successful and unsuccessful bids

# Learning & Development Services.

## The Built Environment Diploma in Marketing and Business Development

We have developed a unique Learning and Development Course, concentrating exclusively on Marketing and Business Development in the Built Environment.

Using our 'creating relationships ... and making them profitable' Business Model as a base, we have developed and produced a portfolio of four learning courses:

- Making the right connections
- Effective marketing
- Targeted business development
- Successful work winning

Each of our individual courses is fully accredited by Constructing Excellence Learning Limited.

The successful completion of each of the four individual courses results in an Award from Constructing Excellence Learning Limited. The successful completion of all four courses leads to the provision of the Built Environment Diploma in Marketing and Business Development.

Each course consists of a pre-course workbook, a course workbook and a book of further reading on the subject. Each course is assessed through a multiple-choice examination conducted by Constructing Excellence in Learning Limited.

## Bespoke courses/workshops

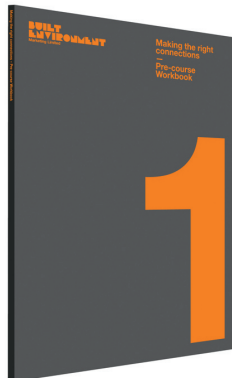
We can develop bespoke courses and workshops to suit your needs and requirements.

These can be with a content generally based on our Built Environment Diploma in Marketing and Business Development; or on a topic and with a content as required by yourselves.

We are being used to deliver clients' own courses in a wide range of topics, including for example, culture change.

Away days and conferences are a popular format for businesses to get their staff away from work and to concentrate on current issues to the business and ways to develop the business further.

We are happy to facilitate these events for you – or to provide either a presentation to the staff – or even, better – a practical period, designed to increase their productivity at marketing and business development.



---

**Mentoring/coaching**

**We provide mentoring and coaching to your employees, from graduates to board level.**

This can either be in the fields of marketing and business development, or more performance based if necessary.

Mentoring/Coaching can be an essential and effective way of unlocking the potential of your employees. The sessions are done over a period of time, with key agreed undertakings to be completed inbetween the sessions.

In this way, your employees can move forward in a controlled and highly effective manner. The results from this type of face to face work can be very dramatic.

---

**VIP Members' Club**

**The premium content part of our website:**

This section of our Learning & Development Services is targeted at either:

- Companies who want their staff to develop their skills and expertise in marketing and business development, through access to our premium content; or
- Individuals who want to stand out from their peers in the field of marketing and business development.

Regularly updated content includes:

- Podcasts
- Articles
- Quick profit enhancers
- Thought for the month
- Industry insights
- Videos
- Useful links



# Research Services.

## Research services

**We are providing a range of research services to companies throughout the Built Environment.**

We can undertake research to help you understand your:

- Customers
- Markets
- Competitors
- Opportunities
- Performance
- Track record

Built Environment Marketing Syndicated Research – allowing companies to access major research by sharing the cost.

# Strategic Introduction Services.

## Strategic introduction services

**We provide introductions to people for recruitment purposes or to other companies for business reasons.**

We have made a number of personal strategic introductions to companies that we work for.

If a client was to ask us “do you know anyone in Birmingham that could do XYZ for us?” if we did we would arrange for them to meet and the rest would be up to them.

We are much cheaper than a recruitment agency – and we only recommend companies if we know they can meet your requirements.

We have also been asked to act as an intermediary between two companies looking to work more closely together. Again, we assessed the interest of both parties and arranged the first meeting.

# Further Information.

---

To find out more about  
our range of services,  
or to discuss a project  
in person get in touch:

**Built Environment  
Marketing Limited**  
18 Stoneleigh Close,  
Moortown  
Leeds LS17 8FH

**Email**  
Keith@  
built-environment-  
marketing.com

**Mobile**  
07590 751638

---

[www.  
built-environment-  
marketing.com](http://www.built-environment-marketing.com)

