



Specialist lead generators for the Engineering Industry!

Here at BK Engineering Consultancy we specialise in generating high quality business leads that will help your sales grow. You will have received many an e-mail or e-brochure from prospective companies offering to do the same but here in BK Engineering Consultancy, we do things different. How? Well the difference is that we take a personal approach and have the experience in dealing with engineering decision makers for over 25 years. Having met and spoken to these contacts, we are confident that we can introduce your service to these buyers and the rest is up to you. Our competitive rates make us the ideal choice for growth. Just one order would make the process a success.

Our services

- Appointment setting
- Lead generation
- Target customers
- Data capture
- Marketing Material
- E-mail marketing



We provide our clients with a full marketing campaign integrated with their own current marketing efforts. We can design a bespoke campaign based on your current marketing targets.

This would involve;

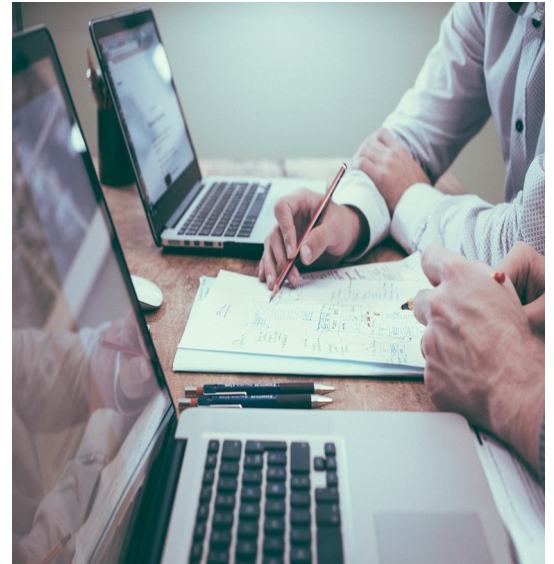
Data sourcing – Having already gained permission from prospective clients in accordance with G.D.P.R. for us to contact them, we would seek their permission for you to offer your service to them. The result would mean a fully compliant database.

Database creation – We create a database for each client that is targeted for the engineering industry and is fully encrypted in the cloud that will cover your general data protection regulations requirements. Your database will only contain new leads generated. That way you can be guaranteed your existing customers won't be compromised. We send reports in Word, Excel or PDF.

E-mail marketing – BK Engineering is a consultancy business that can also create a bespoke e-mail marketing campaign that will present your service to your existing or newly created database. We will send out these mails and generate a full data analysis of the results that will show you who is showing a lot of interest in your product or service.

Why use e-mail marketing?

E-mail marketing is a powerful method of putting you in touch or getting you new leads for your product or service which allows you to;



- See customer interest immediately.
- Analyse this interest and report.
- Build your reputation with new clients.
- Increase your database.
- Segment your database to create specific targeting.
- Generate leads and appointments.
- Follow up interest from the mail campaigns.
- Connect with the new customers
- Follow up on past customers that have not ordered recently.
- Find out what is happening in the industry and check to see if your current pricing structure is losing out.

.....these are just suggestions as there are many reasons.

At BK Engineering Consultancy we have been researching and meeting engineering decision makers for over 25 years and know how to connect with these people. You can be assured that every conversation is presented that will highlight your business in a professional and courteous manner. We can even interact with your existing sales team that will create a direct and more positive approach to marketing. No more wasted journeys for your sales team . Contact us today for a very competitive quote.

info@bkengconsultancy.com

Campaigns

BK Engineering Consultancy have a minimum offer of 20 hours per month for three consecutive months. This is the estimated minimum amount of time to generate leads and build your sales growth.



Your campaign will have a dedicated account manager that has already experience in dealing with engineering buyers and can negotiate on your behalf. BK Engineering Consultancy will also work to get the latest requirements from potential clients and submit the drawings to you so that you can begin the process of generating a quotation. BK Engineering Consultancy is respected in the procurement process and is often independently contacted to source components. As a valued client, you will be given access to these requirements to offer a quote.

Once you have given us the go-ahead to represent you, a process will begin that will take the format to:

- Construct a list of potential targets and get in contact with them to inform that BK Engineering Consultancy will represent you.
- Establish a connection and obtain permission to be compliant.
- After the initial introductions are made, data can then be stored on encrypted servers. This gives the potential customer confidence.
- The aim is to receive drawings for you to generate a quotation.
- After the quotation is submitted, we will follow up to see if you have been successful. We will then try to establish the difference per cent if your quotation was out. Knowing this will allow you to re-examine the quote to see if you can succeed with the next quotation.

Does Lead Generation actually work?

Having been involved in Engineering for over 25 years it has always been proven that experience is really the key to unlocking potential growth. Most decision makers are happy within their own comfort zones which is why you will always hear the reply.." oh I'm very happy with my current supplier and they provide me with an excellent service". This would be a response I have heard many times over the years. One which might prove difficult for a new salesperson to overcome. The potential buyer must be encouraged to step outside their comfort zone and see the benefits for doing so. That's where BK Engineering Consultancy will step in.

Remember.....Think.....Plan.....Act



BK Engineering Consultancy was set up in 2016 by Brian Kermodé. The business has grown in a short period of time by helping engineering companies grow their sales database. Brian has been part of the business development at WKW Precision Engineering based in Halifax, West Yorkshire, that have increased their staff from 33 to 44 in a twelve month period. BK Engineering have also re built their website and developed the marketing materials.

Previously Brian worked for a white metal bearing company based in Hyde, Cheshire as a Technical Sales Representative where his skills at business development were put to good use representing Coleherne at all the major exhibitions for manufacturing. It is here that Brian has become known as a professional in generating business leads.

Brian's background has Laser, Waterjet and Fabrication Technology which was gained in Ireland prior to his re-location to the UK where his skills have developed business growth.

Upon placing an order with us, we will immediately develop a plan so so that you will be able to follow the process and reporting schedules. Unfortunately due to nature of the business, 50% payment would be required up front before any information is exchanged. The balance would be required at the end of the two week period. We feel this is fair as it allows you to examine the contact list and also to protect our lead information we will give you.

Contact us today for a very competitive quotation by mail to:

info@bkengconsultancy.com

or by Mobile: 074 83804497



www.bkengconsultancy.com