

The challenge

Advantica is a UK-based consultancy supplying services to the global energy and water industries. Through its unique blend of expertise, advanced tools and operational experience, Advantica helps energy and water companies worldwide to improve their performance, operational efficiency, customer service and regulatory compliance.

In early 2005, Advantica launched its Third Party Access Solutions into two key markets – gas storage operators and liquid natural gas (LNG) operators. Having previously been recognised for its excellent professional services, the company needed marketing materials that would capture the attention of target customers and explain why storage operators and LNG operators alike should buy the new product-based solutions from Advantica.



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Russ Ralph – Regional Sales Manager, Advantica

Action

Advantica had already benefited from four Sales Guides delivered through the Strategic Sales Program from Solutions for Sales. So when it came to producing two new customer brochures for its Third Party Access Solutions, they turned to us for advice. We recommended a half-day workshop to capture the key business benefits and develop the selling messages, building on the experience of our Sales Guide approach. The brochures themselves would focus on customers’ business issues, explaining how Advantica’s solutions could help address those issues and how other customers had benefited.

Results

The Storage Operators brochure was completed on time for a major exhibition. Feedback from customers was very positive, with many enquiries and leads generated. Russ Ralph, Regional Sales Manager at Advantica, commented: “For the first time we have marketing materials that truly reflect our strengths and explain why customers should be buying from Advantica. Storage operators who read our brochure are in no doubt what our Third Party Access Solutions will do for them and the business advantages they will gain.”

The success of the Storage Operators brochure was quickly mirrored by the LNG brochure. The transport and processing of LNG is a rapidly growing market, and Advantica is well-placed to develop a burgeoning business in this area. As Russ Ralph observed: “Now we have a brochure that is an effective tool for winning business from LNG operators. In the past we had written brochure copy ourselves or used copywriters, but these ways are slow, labour intensive, and the result can lack ‘punch’. Solutions for Sales provides powerful sales messaging very quickly and we do not have to spend hours reviewing and re-writing, so we can get on with the job of using the materials to sell.”

The Strategic Sales Program is only available from Solutions for Sales Ltd

tel: +44 (0)1702 586742
e-mail: enquiries@solutionsforsales.com
web: www.solutionsforsales.com