

## **How we helped | The Banyard Group | Building Services**

**cowellco** was appointed to assist with the marketing of a newly acquired Building Services design consultancy to potential partners from within the Kent architectural community.

We worked over a six month period, creating a database, effecting introductions, following these up and generally promoting the company to its target audience – without great success! The problem was that most designers who wanted an M&E Services Engineer, had one or more that they were happy working with. Breaking into those relationships was going to take a lot of time.

We needed a new approach.

Our market intelligence was telling us two things during this period. One was that there was a big demand for Building Services consultants in London and that the legislation that required commercial buildings to have Energy Performance Certificates (EPC) was impending, with a lack of auditor resources.

We suggested that we re-focus our efforts onto the London market, look harder at existing clients – including those from other Group companies and investigate the market for EPC accreditation among large-scale property owner and their agents.

Within a further six months we were responsible for securing over £100,000.00 in fees for EPC survey and accreditation work, increased and expanded workload from an existing, education sector client and a large number of fee bid design opportunities with London architects and dilapidation surveys for Building Surveyors.

Such was the rate of expansion that Banyards recruited a new London based Director to oversee the establishment and growth of a London office.

## **How we can help you**

We specialise in finding the back door, the under-exploited market segment by using more of our imagination than your money. We employ all sorts of methods and media with a single purpose. To increase your ability to identify and win more work.