

Complete fabrication

Standing out and selling more

This month Crystal Direct's managing director Brian Geraghty takes over the column. He explains how Crystal helps installers to sell



Rising living costs, pay freezes, rocketing fuel bills – with Christmas just around the corner, everyone's feeling the pinch. And it's hard not to feel pessimistic when every time you turn on the TV or pick up the papers there are dire warnings of the break-up of the eurozone or talk of another recession. This all weakens consumer confidence, and when consumers lose confidence they hesitate and think harder about spending decisions. They need persuading, and installers need more help to sell.

I strongly believe that the only way companies will prosper is to ensure they stand out from competitors with a wide choice of products and better service. Although money's tight, consumers are still spending – they're just making sure they spend on the right products and get the right service before doing so.

Crystal recognises the important role fabricators play in supporting installers. We understand that installers need the best possible choice of products to gain competitive advantage and appeal to homeowners in every part of the market. We pride ourselves on being the No.1 fabricator for choice and colour for this very reason.

We're also quick to adapt to new trends. The depressed housing market may have made it difficult for homeowners to move, but they still want to add value to their homes. For example, there's been a surge of interest in colour, with homeowners wanting to improve the appearance of their properties from the outside, too.

For many years, homeowners were given little choice. In the same vein as Henry Ford, they could have any colour, as long as it was white. Installing windows, doors or conservatories with a splash of colour can make a real difference to a property. It can add character, complement

the existing look or simply make a property stand out from other houses.

Crystal offers seven vibrant colours and seven 'real wood' finishes in addition to standard white. Our conservatory roofs also come in a total of 12 woodgrain colours, and our colour conservatory collection matches our colour range for window profile. This gives installers a real sales advantage by allowing customers to match their conservatory with their windows. Our colour range is available from stock as standard, so customers can expect deliveries within the same short lead times as white profile orders.

Crystal does as much as possible to support installers in other ways too. We tailor our support and service to suit all customers, both large and small, and provide regular training sessions and factory tours. We offer a range of brochures, showroom posters and window stickers that can be branded to help raise the installer's local profile. Our online pricing and ordering system makes it easy for customers to order products quickly and get accurate quotes. And installers can then check when their order will arrive through our online tracking software, which is available 24/7.

It is a tough competitive market and we know if we don't do our best to help our customers succeed we'll lose out too. □

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