

Issue

Granada manufacture and fit secondary glazing systems that enable refurbishment projects to update old buildings (including grade 1 and 2 listed) without compromising the aesthetic profile. As technical specialists Granada needed a well defined structure for proactive business development.



Idea

By allowing Tempest Cosgrave to run several project programs into the key sectors of the refurbishment market – especially the Architectural and Main Contractor stakeholders – a scalable and defined lead generation method could be developed.



Result

Tempest Cosgrave activity quickly 'switched on' dozens of new business opportunities for Granada. So satisfied with the work Tempest Cosgrave undertook, that Granada asked Tempest Cosgrave to cascade the methodology throughout the Granada organisation as the template for securing new business.



Reference

"I'm eternally grateful (to Tempest Cosgrave) for showing us the way. As engineers, manufacturing has always been our forte as opposed to sales and marketing. The fact that 2010 has been a record year for us speaks for itself" - Head of Business Development, Granada Secondary Glazing Systems.



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