

Issue

Wykamol are the market leaders in waterproofing sub-surface structures. In such a competitive market place the technical superiority of the Wykamol products is often not appreciated by the design professionals. This allows cheaper and less effective products to be used, which often compromises the final project.



Idea

Wykamol know CPD Seminars as an excellent way to make new contacts and generate awareness of the Wykamol offering. By targeting Architects and specialist consultants Wykamol could be specified at an early stage in current projects, and kept in the loop for upcoming developments.



Result

The telemarketing activity has produced numerous CPD bookings with several of the leading architectural companies in the UK, and countless other practices have been targeted and engaged. The investment made in Tempest Cosgrave has more than paid for itself thanks to the business generated, and Wykamol continue to use the services on offer.



Reference

"Getting a group of designers into one room to present your offering is clearly a good idea. The Tempest Cosgrave team have consistently secured these valuable meetings for the field team" - Sales Director, Wykamol



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