

Gibbs & Dandy

National Prospecting Campaign

8th May-
17th June
2017

THE OFFER:

- **OPEN** an account and spend £400 within the promotional period
- **RECEIVE** a Makita site radio delivered to branch for you to collect

PRIMARY OBJECTIVES:

- ✓ Attract new customers
- ✓ Increase overall sales
- ✓ Provide opportunities for engagement

DIRECT MARKETING ACTIVITIES:

- ✓ Create 29 branch-specific and personalised direct mailers
- ✓ Carefully select prospect data by branch
- ✓ Contact prospects by phone to discuss
- ✓ Send spend target updates by SMS
- ✓ Engage with new customers in-branch at radio collection



FREE Makita radio

Want to have the peace of mind? Get a free Makita site radio when you open a Gibbs & Dandy account and spend £400 on services over the 10th June 2017 to achieve spend.

We've got it all

Dear Customer,

At Gibbs & Dandy Leicester, we have everything you need for your next building project. From bricks and blocks to timber and sheet materials, we have a huge, varied product range and in-branch specialists to help you get the job done.

Need it delivered? We'll bring all the materials you need for your job, direct to your site. Just ask.

What we offer you

- Extensive range of generalist building products
- Reliable, fast delivery service
- Responsibly sourced FSC or PEFC certified high quality timber
- Experienced and knowledgeable team

Let us quote your next job

How can we add real value to your business? Tell us what you need and let us quote your next job. Even better, give us the plans and we'll help you work out exactly what's required.

Open an account today

To open an account with us, and take advantage of our unmissable Makita site radio offer, complete and return the application form by hand or post.

I look forward to seeing you in-branch soon.

Yours sincerely
Wayne Bates
Branch Manager
Gibbs & Dandy Leicester.

YOUR VERY HANDY
gibbs & dandy

Turn over to take a look at our product range.

gibbsanddandy.com



Product range

Bricks & Blocks
From foundation blocks to brick specials, we have a large variety of bricks and blocks to suit your every need.

Timber & Sheet Materials
We offer an extensive range of responsibly sourced timber and sheet materials such as plywood, MDF and hardboard. Ask us what's best for your job.

Joinery
Internal timber doors, roof windows, and everything in between. We can source joinery products to suit all your requirements.

Landscaping
We have everything for your landscaping job, from paving through to driveways, fencing, decking, and Marbals and Stonecraze. With leading products like we're best foundation for the job.

Tools & Fixings
We have it all - from power and hand tools to nails, screws, washers and everything else you need to get the job done.

Open your account today.

St Thomas Road, South Wigton,
Leicester, Leicestershire, LE18 4TA
T: 01162 782 352
E: leicester@gibbsanddandy.com

Reliable Delivery

To ensure you have the materials you need when you need them, we offer a fast and reliable delivery service for all our customers. Ask about it when you place your first order.

YOUR VERY HANDY
gibbs & dandy