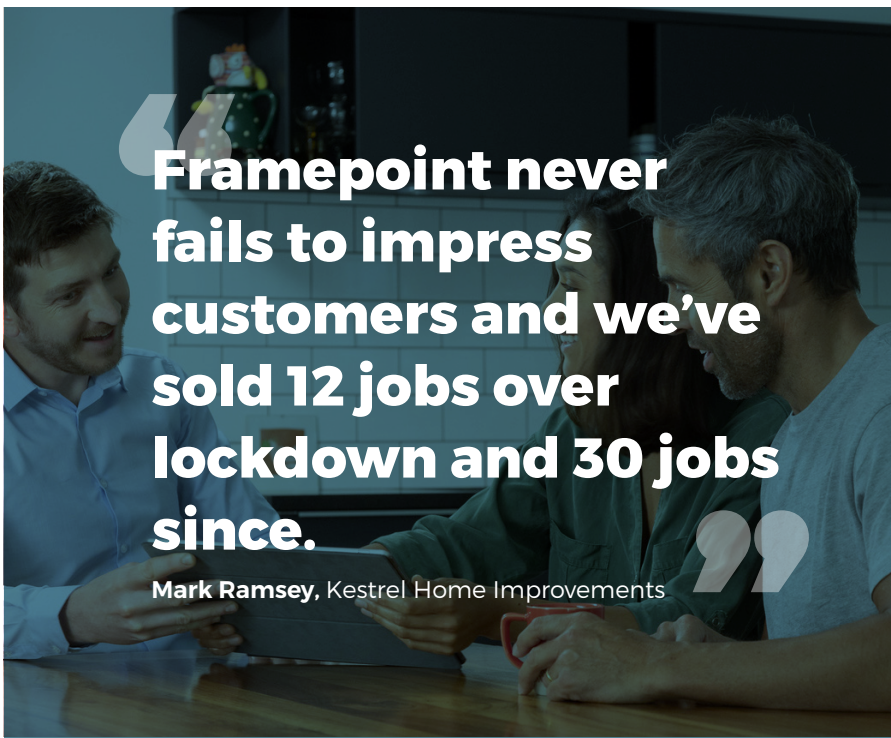


Best Mid-Range Budget (£25k-£50k) Campaign

Tommy Trinder
Framepoint Technology®



10 articles, 3 editor letters and press releases, 5 customer videos, 10 powerful testimonials = **52 press appearances** since January 2020

120 online demos since lockdown, **190 subscribers** to Framepoint

Installer customers quoted **£26m** in jobs in July 2020

software & ecoms **active**

Selling windows when homeowners don't want you in their home

Former installer, **Chris Brunson MD** of **Tommy Trinder**, aims to make selling windows easier and, despite Covid-19, easier to sell when homeowners don't want you in their home

Selling windows can be hard at the best of times. Growing demand for online services, virtual viewings, and contemporary demands have made the choice wider and selling more complicated. The choice comes with a host of other sales aids including brochures, websites, samples, mobile software and apps. This all has to be a brilliant companion to juggle all of them successfully in a pitch, and most of us aren't there. So, many installers don't bother selling in the way. They just wait the customer wants, measure up, and send a quote to the homeowner a few days later it's a bit of a crap.

So, installer sales aren't what they could be. And the window industry's sales aren't what they could be because it relies on how well and how much installers sell. These are the reasons why the professional, window sales experience. With photo-realistic images you can see exactly how products will look in your home, and easily and quickly change dimensions, colour, accessories, until you're happy. Why can't windows and doors be sold like that?

Making selling easy. Most software sales tools on the market are designed for manufacturers to help installers order correctly. They're built for one manufacturer so don't let you demonstrate a full range of products. Some installation tools are better than others, but most have limitations.

We don't have limitations. We don't have limitations. We're building and developing Framepoint technology to

sell this way in the market and create a simple, intuitive interface that has an natural feel using a smartphone. It allows for deep personalisation, including branding and pricing that creates detailed professional quotes with images in minutes, not hours.

Homeowners appreciate that an when a few casual visits across an iPad screen show into a price and service. They want a few intuitive touches of familiar controls and features. They can create the windows and doors they want - and see what they look like on their own home. It's a real "wow" moment and brings such excitement and confidence that it's difficult to see how they could choose to go elsewhere.

When Covid-19 started, installers said they'd been happy to measure and sell for homeowners preferred not to invite them into their home. They asked our help in turning it into a fully remote selling tool, so they could continue to sell to homeowners who weren't in, but rather wanted to meet. Our solution lives on tommytrinder.com/remote-selling and works well, regardless of the lockdown.

Feedback and sign-ups have been amazing.

"The results and initial enquiry on Tommy Trinder for windowing from what we've seen on other professional and consumer sites, much more positive for our clients". Chris Lopez, Managing Director of Shermans Windows.

"Tommy Trinder does everything others do, only better. It produces detailed professional quotes which is a huge advantage. It's a joined-up solution that's made a big difference to our sales process". Danny Brunson, Brunson's Outdoor Classics.

"Tommy Trinder is brilliant. It's very detailed images and also gives homeowners a really accurate idea of how their new windows and doors will look. They're impressed". Mark, Roberts, MD, C&R Plastics.

If you want to make it easy for homeowners to buy from you, and want to keep selling at a profit, contact us on **0117 9637370** or book a demo at www.tommytrinder.com/remote-selling



It's good value for money, but I wouldn't recommend it - I don't want my competitors using it!

Erez Fogel, E&A Windows