



Case Study – Selling to the Military



The Company - Blue Planet Buildings offer genuine A+ energy rated Eco Portable Building solutions to the Construction Industry and Hire Industry by combining two 'green technologies' in a way that no-one else does. Blue Planet uses an aluminium frame system that has been specially developed to give strength with lightness and ease of assembly. The ease of assembly means that simple buildings can be supplied in a flat pack format – a quality that has opened up international licensing opportunities outside of the UK.

The Business Challenge - Blue planet were a technology led business with little in house experience of sales and marketing. The MD Edward Mellors decided to attend one of the largest military exhibitions in Europe. He was convinced that the unique features of his product would be of interest to the military. The challenge was that he and his management team had little experience of running exhibitions and this one was a risk and a big investment of time, money and resources.

The Solution - To maximise the return on investment he decided to engage Andante [UK] Ltd to assist with the planning and execution of the exhibition. The Andante team provided advice on the structure of the stand and facilitated the development of appropriate marketing collateral in a very short space of time. This included developing a new value proposition targeting Military users, writing case studies from existing markets in support of the products unique sustainable energy characteristics. Andante also produced a code of practice for staff manning the exhibition stand and delivered training on effective stand management.

The Benefits - The exhibition was a major success producing a number of good qualified sales opportunities culminating in the MD being invited to speak at a NATO procurement conference in Lithuania. This produced a new challenge, the MD had little experience of public speaking so Andante helped to write the presentation and coached the MD on public speaking. Shortly after these two events the company were invited to tender for a multi-million dollar project. Again Andante [UK] Limited came to the companies aid providing a template for the proposal documents and helping create a return on investment model to enhance the value proposition.

"Steve's involvement with our company has been instrumental in helping us turn a positive corner. The work he has produced has been very professional, and without realising it previously, it was something that we were missing. His help in firstly understanding the market, and then learning to pitch correctly to their needs, has been hugely beneficial, and I would have no hesitation recommending him to others."

Edward Mellors MD

The Andante Mission - Our professional coaches and advisors are committed to enhancing your customer's journey through, your people, your processes and your systems. This is achieved by providing you with best practice, managing change and delivering practical and effective assistance. We have reduced costs, motivated teams and assisted many companies like yours to acquire incremental business, retain customers and lock out the competition. **"Independent, Objective, Advice"**

 **GrowthAccelerator** achieve your business ambition
Registered and approved Growth Coach for GrowthAccelerator helping ambitious businesses achieve rapid and sustainable growth by providing tailored expert advice.



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