

THE BLUEROCK GROUP



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www.bluerock-group.co.uk



About Us.

We are a specialist inside sales and revenue activation partner for construction product suppliers.

Our focus is simple: helping suppliers selling into builders' merchants get more consistent value from their existing accounts, without adding permanent sales headcount.

We work alongside field sales teams to re-engage dormant accounts, improve order frequency, support product launches, and provide reliable sales coverage where internal resources are stretched.



How We Work.

Construction is a relationship-driven industry. Phone calls, trust, and commercial understanding still matter. Our approach reflects that.

We don't operate as a call centre, and we don't apply generic marketing tactics. Every programme is built around:

- Practical, relationship-led conversations
- Clear commercial objectives
- Defined account lists and territories
- Structured hand-off to existing sales teams

The aim is always to support and strengthen the supplier's existing sales operation, not replace it.

Why Suppliers Choose Us.

Suppliers choose to work with us because we:

- Understand how construction buying decisions are made
- Speak the language of merchants and trade buyers
- Focus on measurable commercial outcomes, not activity for activity's sake
- Offer low-risk pilots and clear reporting
- Fit naturally alongside existing field sales teams



Our Philosophy.

Good sales support in construction is not about volume calling or aggressive scripts.

It's about:

- Consistency
- Commercial awareness
- Following up when others are too busy
- Making it easier for customers to buy
- That's what we provide.

Our Pilot Service

We understand that introducing a new inside sales partner can feel like a big step. That's why we offer pilot programmes across any of our services at a reduced rate, so you can test our approach and see measurable results before committing to a longer-term engagement.

Choose a service from our portfolio, including:

- Merchant Account Reactivation Programme
- Quote Follow-Up & Conversion Service
- Territory Coverage Support (Rep Assist)
- Pre-Visit Account Qualification
- Seasonal Demand Activation
- New Product / Range Launch Support

Duration: 30 Days

Account or territory list: We work with you to select a target segment

Channels: Phone-based outreach (primary), Light email follow-up where appropriate

You will receive a clear list of: Contacted accounts, Reactivated or warmed accounts

This gives you both short-term revenue impact and longer-term commercial insight.

At the end of the pilot, you receive:

Full account or territory reporting, Insights and feedback from merchants, Recommendations for next steps.

You can then decide whether to:

Extend into a retainer or ongoing programme, Run a follow-up pilot on a different service, Scale up activity in line with results.

Initial Investment: £1,500



Our Core Services.

Merchant Account Reactivation Programme
New Product / Range Launch Support
Quote Follow-Up & Conversion Service



Our Extra Services.

Territory Coverage Support (Rep Assist)
Seasonal Demand Activation
Pre-Visit Account Qualification
Buying Group Engagement Programme



Our Ongoing Services.

Inside Sales Retainer

Merchant Account Reactivation Programme

We restart buying conversations with dormant or underperforming builders' merchant accounts and convert them back into active, revenue-generating customers, without adding sales headcount.

We run a structured, relationship-led outbound initiative to re-engage a defined group of merchant accounts. The aim is to:

- Re-establish contact
- Understand current buying needs
- Identify barriers to ordering
- Prompt new orders, quotes, or rep follow-ups where appropriate

Duration: Ongoing Monthly Service

Accounts covered:

- Typically 50–100 existing merchant accounts per month
- Selected by the supplier (e.g. dormant, low-spend, underperforming)

Channels:

- Phone-based outreach (primary)
- Light email follow-up where appropriate

What you receive:

You will receive a clear list of:

- Contacted accounts
- Reactivated or warmed accounts

This gives you both short-term revenue impact and longer-term commercial insight.

Price: £3,000 per month



New Product / Range Launch Support

We help construction suppliers introduce new products or ranges into builders' merchants more effectively, ensuring they gain awareness, early traction, and meaningful feedback – without relying solely on field sales coverage.

This programme is designed to support and accelerate launches, not replace existing sales teams. New products in construction often struggle because:

- Reps don't always have time to discuss new ranges on every visit
 - Merchants default to familiar products
 - Early feedback is fragmented or anecdotal
 - Stock is introduced without clear demand signals
- This results in slow uptake, poor visibility, and underperforming launches.

What our New Product / Range Launch Support programme does:

We run a time-bound, phone-led outreach programme focused on introducing the new product or range to a defined list of builders' merchants. The aim is to:

- Make merchants aware of the new product
- Explain where it fits and when it's relevant
- Encourage trial orders or stocking discussions
- Gather structured feedback from the trade
- Identify high-potential accounts for rep follow-up

Duration: Typically 4–8 weeks

Targeted list of Existing active merchants

Previously inactive or low-engagement accounts (where relevant)

Channels

- Phone-based outreach (primary)
- Supporting email follow-ups where appropriate

Price: £2,500 per product or range launch

At the end of the campaign, you receive:

Visibility of: Merchants contacted; Merchants aware of the new product;
Trial orders or quotes requested

A summary of: Common objections or concerns; Competitive comparisons raised by merchants;
Pricing or specification feedback

A list of: High-interest accounts; Merchants suitable for rep follow-up

Clear insight into: Early market response; Product positioning effectiveness

Quote Follow-Up & Conversion Service

We help construction suppliers convert more issued quotes into confirmed orders, improve cash-in, and reduce revenue leakage caused by delayed or missed follow-up.

This service ensures quotes don't sit idle while sales teams are focused elsewhere.

In construction, many quotes are lost not on price or product, but on timing and follow-up. Sales teams are often:

- Too busy to chase every quote
- Focused on new opportunities rather than live ones
- Unable to consistently handle small-to-mid-value follow-ups

As a result, genuine buying intent is left unrealised. We provide structured, phone-based follow-up on live quotes, focused on moving the conversation forward and prompting a decision. The aim is to:

- Confirm receipt of the quote
 - Understand the current status and timing
 - Address objections or questions
 - Encourage progression to order
 - Escalate viable opportunities to reps where appropriate
- Conversations are handled in a practical, trade-appropriate manner, not with aggressive closing tactics.

Duration: Ongoing monthly service or time-bound campaign

Quotes Covered: Defined list of open or recently issued quotes. Typically focused on:
Small to mid-value quotes and quotes that reps don't have time to chase

Channels: Phone follow-up (primary), Light email support where appropriate

Price: £2,500 per month

At the end of the campaign, you receive:

Improved quote-to-order conversion; Faster decision cycles and cash-in

Visibility of: Quote status; Buyer feedback; Reasons for non-conversion
A prioritised list of: Hot opportunities; Accounts needing rep intervention



Territory Coverage Support (Rep Assist)

We provide reliable inside sales coverage for defined sales territories, supporting field sales reps by maintaining regular merchant contact, identifying opportunities, and ensuring no accounts are neglected due to time or travel constraints.

This service strengthens territory performance without increasing permanent headcount.

Field sales teams are most effective when focused on high-value accounts, site visits, commercial negotiations and strategic relationship building.

However, many territories suffer because reps cannot regularly contact every merchant, smaller or lower-frequency accounts receive minimal attention and opportunities go unidentified between visits. This leads to missed revenue and uneven territory performance.

We act as an inside sales extension of your field sales team, working to a clearly defined territory and account list.
The aim is to:

- Maintain consistent contact with merchant accounts
- Prompt reorders and product discussions
- Identify upcoming demand or issues
- Surface opportunities that warrant a rep visit

All activity is aligned with the rep's priorities and sales objectives.

Duration: Ongoing monthly support

Territory Coverage: Defined territory or region; Agreed list of merchant accounts per territory

Channels: Phone follow-up (primary), Light email support where appropriate

Price: £3,500 per territory, per month

At the end of the campaign, you receive:

- Improved and more consistent territory coverage
- Better visibility of merchant activity between rep visits
- A pipeline of qualified opportunities for field reps

Clear call notes and reporting on: Merchant engagement; Product interest; Issues requiring attention



Seasonal Demand Activation

We help construction suppliers capitalise on time-sensitive buying windows by activating merchant demand ahead of, and during, key seasonal periods.

This service ensures seasonal products are front-of-mind when merchants are ready to buy, not discovered too late.

In construction, seasonal opportunities are often missed because:

- Merchants order reactively rather than proactively
 - Reps cannot contact every account at the right moment
 - Seasonal messaging gets lost among day-to-day sales activity
- As a result, suppliers face rushed production, missed sales, or excess stock once the season passes.

We run a time-bound, phone-led activation campaign focused on preparing merchants ahead of peak demand and prompting timely orders. The aim is to:

- Create early awareness of seasonal products
 - Understand anticipated demand at branch level
 - Encourage forward ordering or stocking decisions
 - Support merchants with planning rather than last-minute buying
- Conversations are practical and trade-focused, aligned with how merchants actually plan their workloads.

Duration: Typically 4 weeks, timed to suit the buying cycle

Merchant Coverage: Existing active merchants, High-potential or historically seasonal buyers

Channels: Phone follow-up (primary), Light email support where appropriate

Price: £2,500 per seasonal campaign

At the end of the campaign, you receive:

- Improved timing of seasonal orders
- Better visibility of merchant demand ahead of peak periods
- Reduced last-minute pressure on production and logistics

Clear reporting on: Merchant interest levels, Likely order volumes, Accounts requiring rep follow-up



Pre-Visit Account Qualification

We ensure field sales visits are better prepared, better targeted, and more productive by qualifying merchant accounts ahead of time.

This service helps sales teams focus their time on visits that are most likely to result in meaningful commercial outcomes. In construction sales, reps often arrive at visits without clarity on:

- Current buying intent
- Upcoming projects or demand
- Stock issues or gaps
- Whether the account is actually ready to buy

This leads to wasted travel time, reactive meetings, and missed opportunities. We conduct phone-based qualification calls ahead of scheduled or planned rep visits. The aim is to:

- Confirm whether a visit is commercially justified
- Identify what the merchant wants to discuss
- Surface opportunities that need rep involvement
- Equip reps with clear context before they arrive

This turns visits from check-ins into purpose-driven sales conversations.

Duration: Campaign-based or ongoing support

Accounts Covered: Defined list of merchant accounts scheduled for rep visits

Channels: Phone follow-up (primary), Light email support where appropriate

Price: £3,500 per month

At the end of the campaign, you receive:

- Clear pre-visit briefing notes for each account
- Better-prepared field sales visits
- Reduced wasted travel and time
- Improved quality of sales conversations
- Greater consistency in visit outcomes



Buying Group Engagement Programme

We help construction suppliers increase visibility, compliance, and share of wallet within buying group member merchants by providing consistent, structured engagement at branch level.

This programme ensures buying group agreements translate into real, repeat purchasing on the ground. Buying group agreements often look strong on paper, but in practice:

- Branches are unaware of full ranges or agreed terms
- Group deals are not consistently prioritised
- Reps cannot visit every branch frequently enough
- Head office visibility doesn't reflect branch-level reality

This leads to underperformance against agreed group potential. We deliver a structured, phone-led engagement programme focused on buying group member branches. The aim is to:

- Reinforce awareness of group-agreed ranges and terms
- Encourage consistent purchasing behaviour
- Identify branches underutilising the agreement
- Surface issues preventing compliance or uptake
- Support field sales teams with prioritised branch insight
- Conversations are commercial and practical, aligned with how branches actually buy.

Duration: On-going monthly engagement

Accounts Covered: Defined list of buying group member branches
Coverage prioritised by: Spend potential, Historical performance, Strategic importance

Channels: Phone follow-up (primary), Light email support where appropriate

Price: £4,500 per month

At the end of each month, you receive:

- One engagement call per member
- Improved buying group uptake at branch level
- Greater consistency in purchasing behaviour

Clear visibility of: Branch engagement, compliance levels, barriers to performance

A prioritised list of: High-opportunity branches, branches requiring rep or group-level intervention



Inside Sales Retainer

We provide construction suppliers with consistent, ongoing inside sales support that strengthens account engagement, supports field sales teams, and delivers predictable commercial momentum.

This retainer is designed for suppliers who want a longer-term sales partner, not a one-off campaign. Many suppliers struggle to maintain consistent account contact because:

- Field sales teams are focused on high-value or reactive work
- Smaller or lower-frequency accounts receive minimal attention
- Short-term campaigns create spikes, but not sustained momentum

This results in uneven performance and missed revenue between rep visits. We act as a dedicated inside sales extension of your commercial team, delivering structured outbound activity across agreed accounts, territories, or buying groups. The aim is to:

- Maintain regular merchant contact
- Drive reorder activity and order frequency
- Support product, seasonal, and promotional initiatives
- Surface opportunities for field sales follow-up

All activity is aligned with your sales priorities and internal processes.

Duration: Ongoing monthly retainer

Coverage: Defined territories, account lists, or buying groups, Scope tailored to business priorities

Channels: Phone follow-up (primary), Light email support where appropriate

Price: Dependant on services required
20% discount on all retainers

What we handle

- Consistent outbound contact with merchant accounts
- Relationship-led commercial conversations

Promotion of: Core product ranges, priority or strategic lines, Seasonal or campaign-led initiatives

Identification of: Reorder opportunities, Underperforming accounts, Competitive pressure at branch level
Qualified hand-off to field sales teams where appropriate.

* All Inside Sales Retainers have a minimum commitment of 6 months to ensure consistent results and measurable commercial impact.”

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