



Company Brochure 2013

WE MEASURE OUR SUCCESS
BY THE CUSTOMERS WE KEEP

Marketing Sales &
Customer Service

www.frogmoreconsulting.co.uk

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Company Profile



Frogmore is an established dynamic bespoke marketing, sales and customer service consultancy.

We understand how a clear and focussed marketing strategy can transform your business.

Established in 1993 we have a proven track record in generating sales through service excellence and hold a prestigious award for “Customer Care as a profit source”.

Services range from marketing planning, sales and service improvement and people development in-line with clients objectives.

To develop your competitive strategies and motivate yourself and your team, make Frogmore Consulting your first contact.

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Client services

The aim of Frogmore Consulting is to support our clients in their marketing, sales and customer service activities.

We have successfully supported Multinationals, private Independents and Micro businesses with projects varied in both content and size as and when required.

Proven track record

We hold the prestigious Department of Employment National award for profit source solutions.

Our principal consultant is a well known public speaker on customer care as a profit source. Her recently launched book 'An expert in her field' takes a hilarious look at what happens when customer service is not a priority.

Our consultants have experience in the following sectors:

- Tourism and leisure
- Retail and wholesale
- Product and manufacturing
- Contact centres
- Property management sector
- Business networks



01. Marketing consultancy

Taking a strategic approach to marketing will ensure your sales and customer service objectives are met time and time again

02. Sales training

Developing your team's soft skills on an on-going basis will ensure that opportunities for selling are created and acted upon

03. Service training

The quality of customer service determines whether the customer will buy, and particularly whether they remain a customer

04. Sales & service support

Sales and service enhancement procedures aid the sales and service process. A sales or service manual, customer care policy or support for the sales team are just few of the services we offer

05. Mystery customer

Customer expectations increase annually and so should service levels. Therefore regular measurement of the customers' experience through a mystery customer survey is an essential tool in today's competitive market



These are just a few of the services we have provided for our clients:

Marketing

Marketing workshops with the top team in attendance designed to produce a dynamic, structured and focussed plan while empowering the team for implementation.

Sales

Group sales seminars, training programmes, workshops and one-to-one coaching in all aspects of soft sales

The creation of sales products such as lead generation, appointment making, sales manuals, reports and sales databases

Service

Presentations, seminars, training programmes, workshops and one-to-one coaching in all aspects of customer service

The creation of service products such as customer care policies, feedback surveys, brand standards and service journey mapping

Measurement

In order to identify all areas for development and to measure the customer experience, we also provide a mystery customer programme.

We support our clients in all areas of the sales process and the service journey, to ensure the maximisation of sales opportunities, the retention of customers and on-going development for growing sales.

Marketing Sales & Customer Service

Contact Us:

We understand that every business has its own unique set of needs and not all businesses have the time, expertise or resources to meet those needs. For this reason we offer a complimentary meeting to determine how Frogmore Consulting can support your sales and customer service requirements and provide the perfect solution.

Complimentary meeting:

Please contact us for a complimentary meeting to discuss your needs.



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