

# Selling FM Services

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# Areas of Focus

- **Background**
- **Selling & Packaging Services**

**‘its all in the planning...’**

# Background



## Wigan Council Trading Services

- Portfolio of Services:
  - External Infrastructure;
  - Grounds;
  - Waste & Cleansing;
  - Property Maintenance & Repair;
  - Catering;
  - Cleaning;
  - Caretaking;
  - Crossing Patrols;
  - Pest Control;
  - Transport
- Combined Turnover of £56 million
- Workforce of circa 1400 employees
- Combination of traded and base budget services

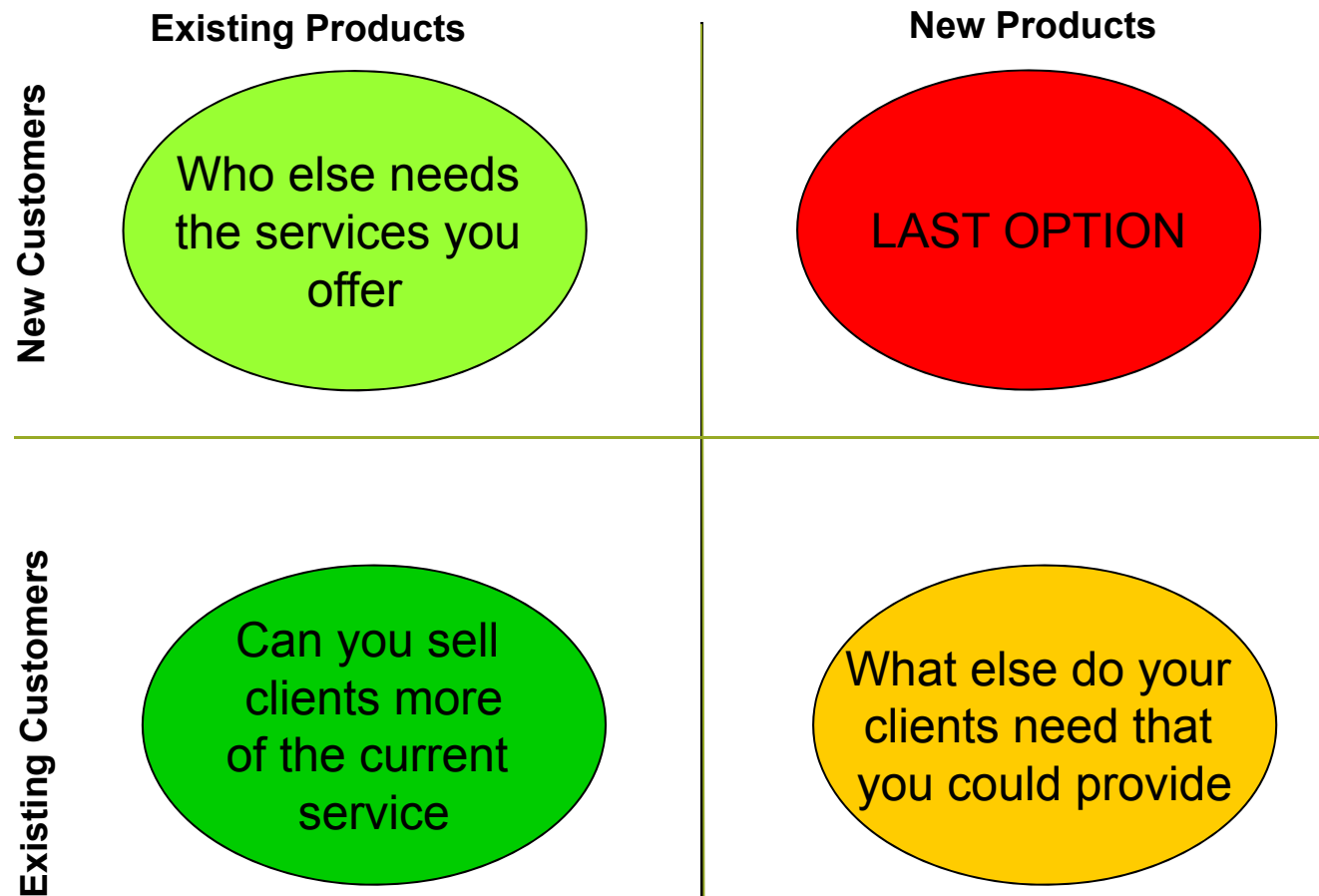
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# Developing Service offer...

- What Services do you deliver
- Can you free up any capacity:
  - » Physical
  - » Human
  - » Financial
- Check Cost v Benefit
- Service Limitations
- Manage Cultural Change requirements



# Service / Customer Mapping...



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# What is the Competitors Service Offer...

- Research:
  - Internet
  - Physical Documents
- Ask the Client
- Attend Sector Events
- Keep your ear to the ground



# Promotion of Service Offer...



- Constantly.....
- Market Place Events
- Service Booklet Distribution
- Happy Client Recommendation
- Host Client Group Events
- Delivery Staff Feedback



# Establishing what your client want / needs...



- Get market intelligence – client communications
- Are they happy with their current provider
- Client Benefits v Service Features
- Sit in the clients shoes – client drivers / motivators
- What's most important to them
- Ensure your added value does not price you out the market



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# Customise the Offer...

- Clients have different requirements / priorities
- Ensure the offer meets / exceeds clients requirements
- Ensure pricing allows for multi-service discounts



# On-going Relationship Management

- Make the clients life easier – one place / point of contact



- Allocate an Account Manager

- Don't avoid rumblings of dissatisfaction – take action



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# Questions



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