



Framepoint never fails to impress customers and we've sold 12 jobs over lockdown and 30 jobs since.

Mark Ramsey, Kestrel Home Improvements

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 from contractors for virtual heritage projects, virtual secure hardware, and contemporary demand from mobile phone users with a preference for the choice water 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 wait.

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 about it. No fabricator, supplier company or hardware supplier makes anything with an installer sale.

The way selling should be - Selling windows isn't easy either and it's not something homeowners look forward to. Unlike others where you can be blown away by the professional, seamless sales experience. With photo-realistic images you can see exactly how products will look in your home, and easily and quickly change orientation, colour, accessories, until you're happy. Why can't windows and doors be sold that way?

Making selling easy - Most software makers look at the market and designed for fabricators to help installers order correctly. They're based on main manufacturers so don't let you demonstrate a full range of products. Some installers look for better than others, but most have limitations.

We don't even believe in sales and developing Framepoint technology to

sell this way in the market and create a simple, intuitive interface that has an extra set using a smartphone. It allows for deep personalisation, including branding and pricing that creates detailed professional quotes with images in virtual, not photos. Homeowners experience about up when a few virtual images across an iPad screen show into price tag windows. They walk a few virtual touches of familiar controls and toggle. They can create the windows and doors they want - and see what they look like on their own house. 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 receive and see homeowners preferred not to invite them into their home. They asked our help in turning it into a fully remote selling kit, so they could continue to sell to homeowners who weren't to buy, but rather expected 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 virtual reality on Tommy Trinder for windowing those we've seen on other platforms and our clients do much more with it. Tommy Trinder makes us look more professional for our clients." Chris Lopez, Managing Director of Shermans Windows.

"Tommy Trinder does everything others do, only better. It provides 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 Burnell, Specialist Order Clerk.

"Tommy Trinder is brilliant. It's very detailed images and also gives homeowners a truly 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