

# MILWOOD'S

## GROWTH NEWSLETTER



'Business Growth' News, Advice, Ideas and  
Products for MILWOOD GROUP Trade Partners

"The UK's No 1  
Provider of Outdoor  
Living Solutions"



HAPPY NEW YEAR FROM THE MILWOOD GROUP!



Happy New Year from everyone at Milwood.

Thank you for your business and support during 2020. Exciting times ahead, the outdoor living market is booming and here at the Milwood Group we believe that we can help all of our Trade Partners have another remarkable year. Thank you again for your business, we're looking forward to working with you in 2021.

Kind Regards,

Kevin Horne, Managing Director, Milwood Group

## COVID 19 UPDATE



We would like to confirm that it is business as usual for the Milwood Group. All orders once processed will be scheduled for delivery as normal.

Due to the current restrictions, however, we can only have ONE person per vehicle so your delivery would need to be arranged as an Assisted Delivery. This means, subject to your customers acceptance, you would need to ensure somebody is at the delivery destination to help off-load while maintaining appropriate social distancing.

**If you have any questions regarding this, please do not hesitate to get in touch with us on 0333 305 5272 or drop us an email at [sales@milwoodgroup.com](mailto:sales@milwoodgroup.com).**



## GET INVOLVED WITH MARKETING

Want to be featured in our newsletter or in the 'Recent Projects' section on our website? Have you got some great installations that you want to showcase or canopies that were tricky to install? Or anything that you want others to see? Just send us the photos to [sales@milwoodgroup.com](mailto:sales@milwoodgroup.com) and our marketing team will get in touch with you.



Milwood Group has always been dedicated to providing our Trade Partners with the best platform for marketing our products from. This year will see us to begin to use social media to its fullest capabilities in order to take advantage of the new opportunities available as we celebrate your success by sharing your installations and case studies.



Send us photographs and videos of your latest installations along with as much detail on the projects as you can and your business will feature in our website, newsletter, social media, and e-mail marketing campaigns! With our large digital audience, your business will immediately benefit from the reach and exposure we can provide, completely free of charge!

**Get in touch with our marketing team today on 0333 305 5272 or [sales@milwoodgroup.com](mailto:sales@milwoodgroup.com) to talk about how we can work together to increase your business.**

# WE'RE STILL GOING STRONG!



The Outdoor Living Solutions market saw a massive rise in trade during 2020, in spite of the pandemic turmoil affecting our nation and economy. With more people at home more of the time, it's a natural outcome that spending on home improvements has skyrocketed. For suppliers and installers, this is all good news and business will continue to grow as our nation adjusts to the new normal.

Another major change that took place in 2020 was Brexit and the end of the transition period on December. While this change has caused headaches for companies that rely on imports for their product range, the Milwood Group only manufacture within the UK. Our 100% British operation ensures that we are able to quick lead times, no tariffs, and excellent value for money.

With business booming, we are delighted to announce the growth of the Milwood Group team! Tina is our new Account & Operational Support Manager for the Milwood Group, and will be responsible for managing our top 15 Trade Partners. Tina will handle the process from you placing an order to confirming delivery dates, and beyond.

**To find out more about how Milwood Group is perfectly placed to provide excellent service to our Trade Partners in a post-Covid and post-Brexit world, call us today on 0333 305 5272 or email [sales@milwoodgroup.com](mailto:sales@milwoodgroup.com).**



# JANUARY INSTALLATIONS

We kick 2021 off with three fantastic installations completed by our Trade Partner Robin Bayman from SouthwalesCCV.

The first project has a unique garden set up and shape, but Robin optimised the garden space perfectly, with a Simplicity 6 veranda providing a lovely covered area for his customer to enjoy the British weather all year round.

This installation is the perfect example of getting most out of the garden space, and is a great demonstration of the versatility of the Simplicity 6.



## Job Specification:

- System: Simplicity 6
- Roof: 6mm Bronze Tinted Glass
- Size: 5m x 2.8m
- Colour: RAL 7016 Grey Semi Gloss



Robin's second installation is a great example of the opportunities offered by the projection of the Simplicity 6 canopy, encompassing the doors to two rooms in the house within this new covered area.

Job Specification:

- System: Simplicity 6
- Size: 3m x 3m
- Roof: 6mm Toughened Clear Glass Colour
- Finish: RAL 7016 Grey Semi-Gloss



Finally, Robin's third featured installation is a straightforward canopy finished in striking semi-gloss white. With a huge 6m width, this canopy covers the family home's patio area and will deliver fantastic outdoor living come rain or shine!



Job Specification:

- System: Simplicity 6
- Size: 6m x 3m
- Roof: 6mm Toughened Clear Glass
- Finish: White Semi-Gloss



## MODERN, MINIMALISTIC, STUNNING - OUR NEW LIGHTING SYSTEM

At Milwood Group, we are committed to the continual development of our range of products. Over recent months, we have been working on improving our lighting offering and are delighted to now introduce our new modern, minimalistic, and simply stunning new LED lighting system.



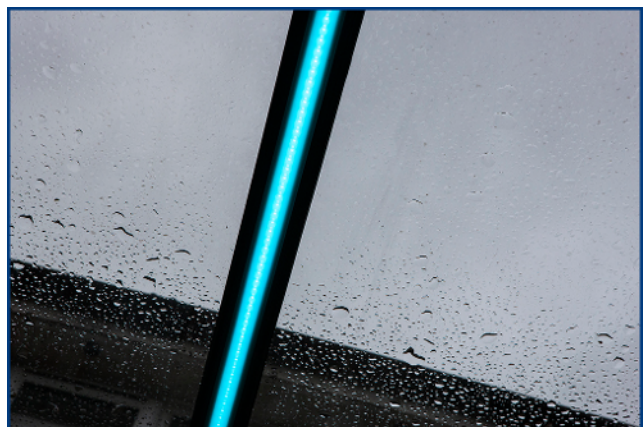
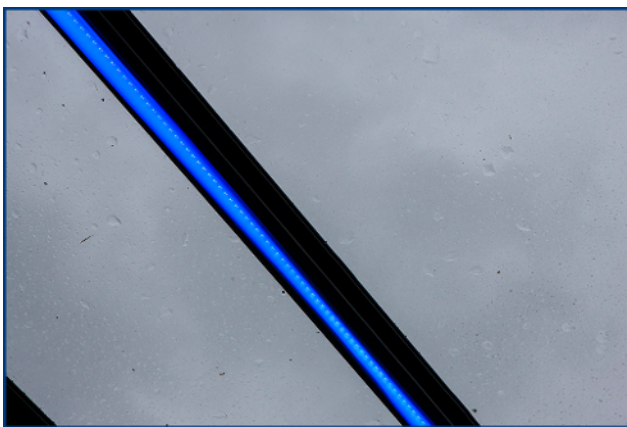
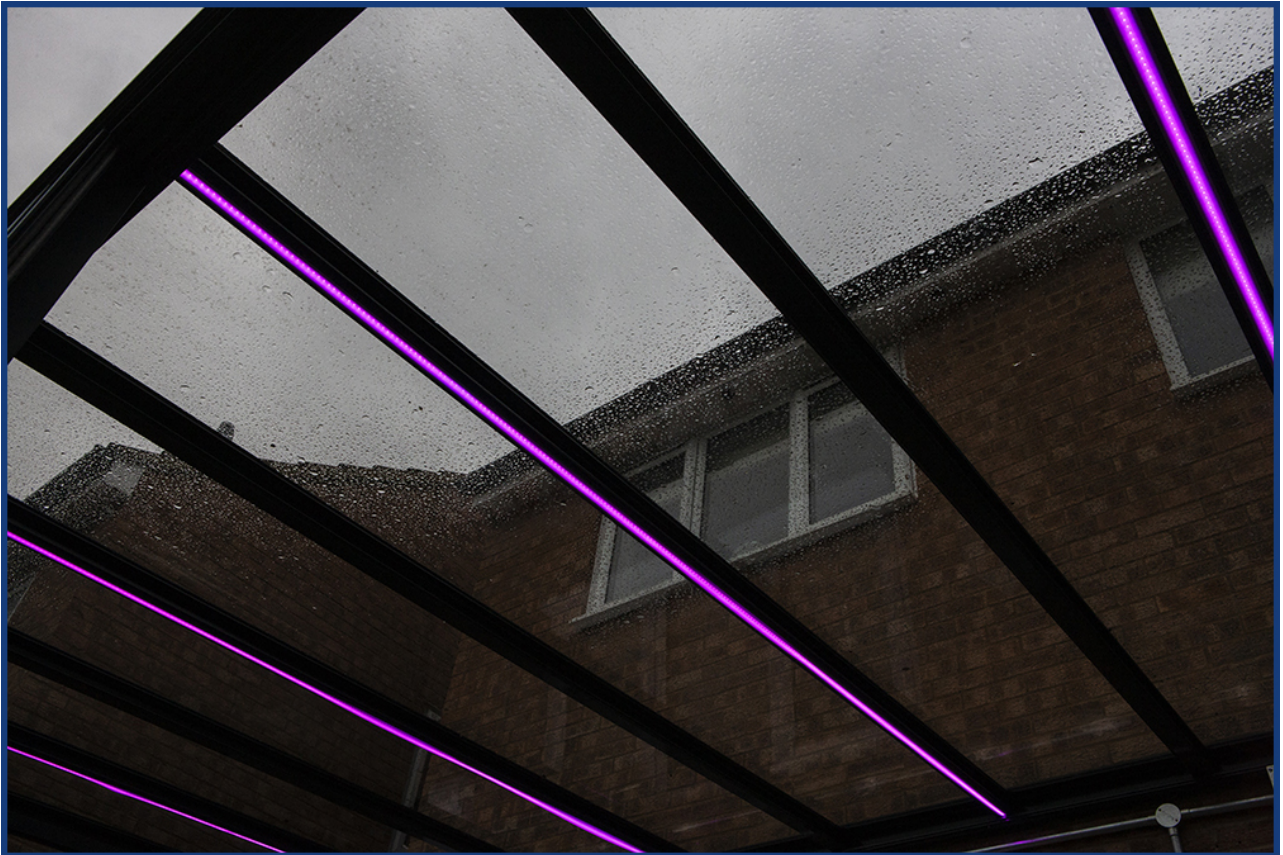
### Main Features & USP's:

- Integrated into roof bars for maximum visual impact
- Technologically Advanced - easy control via app and remote
- Great value for money and easy to install
- Low power consumption but high luminance
- Choice of colour modes, including a great colour-cycling option for parties!





Milwood Group LED Lighting is the way forward! The integrated manufacturing of this design provides you with a hassle-free installation and exceptional durability for your customers. Our easy-to-use LED system delivers a modern and attractive solution for Outdoor Living lighting and is an upgrade option that we know will see a great take up as you offer it to your customers, helping you win more projects and generate more business.



**To find out more about our new LED lighting system, call the Milwood Group team today on 0333 305 5272.**



# Is The Sales Warning Triangle Holding Your Sales Back... Without You Even Knowing It?

**Written by Leonardo Wood,  
Leads Coach at MultiplyGPS.com**

With everything that's going on right now, some UK Firms are in need of a little extra help to generate sales in 2021 & beyond.

But saying that, for us at Milwood Group and for many of our established Trade Partners, we have never been so busy.

But what about you?

Did you struggle to maintain or grow your sales in 2020, due to the Covid situation?

Or like lots of UK businesses, despite the doom & gloom, did your business thrive?

Whatever your situation, whatever the mutation, whenever we get back to "normal", one thing's for certain...

We can't take success for granted or take our foot off the gas, when sales are good.

So... what's on your To Do list to maximise your sales, success and profits for 2021?

Someone mentioned to me yesterday...

They're "sweeping the showroom floors," for when the lockdown ends.

They're "looking for better sales closers."

And they "plan to give the majority of their leads to their very best sales people."

So that's 3 things from a list of a 1001 things you could be doing to generate leads, convert enquiries and sell more.

But here's the thing...

With so many options, coupled with the fact that we're often too close to our own businesses to notice certain things, there are inevitably things that are holding your sales back, without you even knowing it.



In fact...

In my 15 years of working with Installation Firms, I have discovered 3 BIG PROBLEMS holding firms back from making an extra £100,000 to £500,000 in sales...

*But the biggest problem of all... the owners and staff in the business are not aware of it!*

As the saying goes...

"You don't know what you don't know!"

In this article and upcoming Free Webinar (see end of article for details) I will outline The 3 BIG PROBLEMS so you can assess for yourself, to see if The Sales Warning Training might also be holding you back.

*BTW an extra £100,000 in sales for you may just require a few extra tweaks... or maybe your sales goal for 2021 is an extra £500,000 or more... Whatever your sales goal for the next 12 months, we've got you covered!*

***At the time of writing we're preparing to run a Free Webinar, Thu 28th Jan at 11am, to cover the solutions to these problems.***

*If you're reading this afterwards, we'll let you know about our next webinar, next month.*

Here are the 3 Big Problems I come across, which we'll cover in-depth, on the Webinar.

## **PROBLEM #1:**

### **UNDERPERFORMING WEBSITE**

You'll discover how to transform any Underperforming Website into a Supercharged Website, so your website does the marketing 'heavy lifting' for you...

Attracting leads 24/7, nurturing interest, working day-in, day-out... like a 100-strong lead gen/sales team that never sleeps.

## **PROBLEM #2:**

### **INSUFFICIENT INBOUND LEADS**

There are 2 main options to get leads:

**OUTBOUND** - spending money on ads, marketing & sales

**INBOUND** - attracting leads & customers like a magnet, without spending money on expensive ads or marketing campaigns.

There are easy-to-follow steps that you or your team can action, to optimise for inbound leads...

So more of your ideal customers can find your business easily, at the exact moment they are searching for a business like yours.

You would be amazed...

At the amount of businesses that are unwittingly making it harder for Google & Potential Customers searching online, that are ready to buy right now.

If this is a problem for you, we'll help you sort it out, so your Online Lead Generation gets easier & more profitable.

## **PROBLEM #3:**

### **DECREASING CONVERSION RATES**

If you've looked at your online stats, you already know this...

Most of your website/social page visitors will disappear without contacting you & without a trace.

This happens for 2 main reasons:

#### **FIRSTLY...**

Research has shown that 97% of people who COULD be your customer in the future, are just NOT ready to buy right now...

This means that ONLY 3% of your future customers ARE ready to place an enquiry with you, today.

#### **SECONDLY...**

The Pandemic Lockdowns have been the final straw for businesses NOT getting 'ONLINE' right...

The Yellow Pages died 10 years ago... Google, Facebook, LinkedIn, Instagram & every other App drove EVERYONE online.

Despite knowing all this, we sometimes forget the implications...

Potential customers can now assess your business (& your competitors) 'ONLINE' - without you even knowing about it....



But if you're not part of the initial conversation, you're not able to influence decisions, like you can over the phone.

All of this is causing a decreasing conversion rate, as you're not part of the initial conversation, when potential customers are researching & assessing your business ONLINE...

Conversion from 'cold leads' to 'warm leads' is down...

Conversion from 'warm leads' to 'hot' to 'sales' is down.

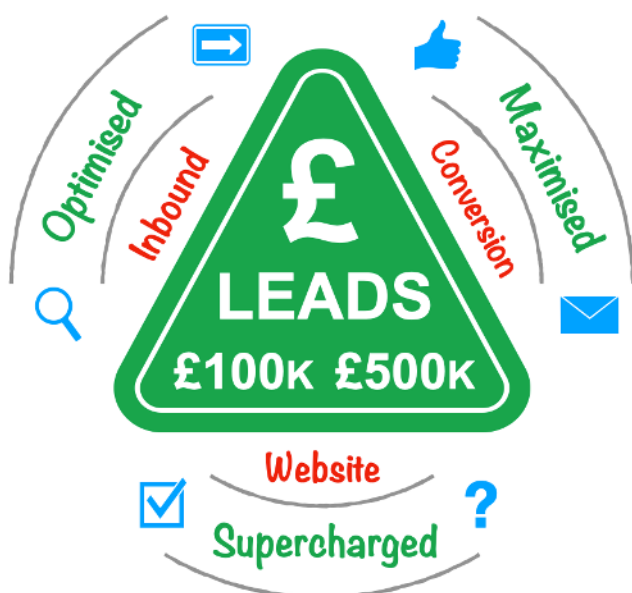
We'll take you thru a step-by-step process to help this...

To help a Decreasing Conversion become Maximised - so more of your cold leads turn warm, then hot, then buy... from more of your online (and offline) advertising and marketing.

Part of this strategy involves leveraging technology you may not already be using...

To re-target potential customers that have been researching your business, but have not yet contacted you directly...

So you can make the first 'sales' move, ahead of your competitors, giving your business a sales advantage.



### ***Really important point...***

Just to be clear, we'll walk you through a 3-Part Online Marketing Process that my clients use to add from £100k to £500k+ to their annual sales, with Online Marketing.

But this was only made possible because...

The owner of the biz, a member of staff, or other 'employed or outsourced' person, spent between 3 hrs a week and 12 hrs a week (depending on sales target) following the 3-Part Plan.

To clarify that point... my company does NOT offer a service to do this for you...

But during the webinar, I will share a proven process, so you or a member of your team or network can follow the plan.

If that sounds good to you, visit the link below & we'll send your link to join us.

And if you know anyone else who might also benefit, please let them know.

**Date/Time: Thu 28th Jan @ 11am**

**Webinar seats are limited, secure your free space today at the link below.**

Cheers

Leonardo

PS. As you can see from the image on this page, as soon as you start tackling the 3 problems we've been discussing...

The Sales Warning Triangle disappears, making way for a proven online marketing Lead Generation System that will continue to drive your sales month in, month out, and for many years to come...

*And without you having to spend money on expensive ads or marketing campaigns!*

**To join us on the webinar, go to:**

**[www.MultiplyGPS.com/milwood](http://www.MultiplyGPS.com/milwood)**