

# P H A N T O M S C R E E N S™

## March 2017

### Phantom Screens: Even Bigger in 2017

Here at Phantom Screens UK we've always had "Grand Designs" on the big screen market. So, with the aim of demonstrating our screens to a wider audience, we will be exhibiting at Grand Designs London for nine days from the 29<sup>th</sup> April. This show brings in 100,000 active home improvers with grand designs of all sizes around the UK. We will be inspiring them to think about screens and the benefits they bring.

We are also in the process of booking BBC Gardener's World and BBC Good Food Show Live in Birmingham, as well as home builder shows.

#### Enquiry Quality

We're increasing investment in our website to drive sales enquiries. We're also improving the way we qualify calls before sending out leads. This year we will be openly discussing guide prices to make sure customers understand the quality and price of professionally fitted screens. We are also targeting more architects, interior designers, and high-end property developers with targeted advertising and direct promotion.

This increased spend means we will need to ensure all leads are well looked after to increase conversion to sales. For this reason, we're also offering a trade only fitting service at £40 per hour and a 15% referral programme for leads you are unable to look after - lets never turn a customer away!

#### Referral Service

Where you have a new lead (not sent from us) and would like us to take full responsibility for the sale and fit, we will pay 15% of the net sales value on completion and payment from the homeowner.

We will check our customer management system to make sure we have not already had contact from that customer in the past (in which case we would not pay a referral fee). This service is currently available in the northern Home Counties and Greater London.

## Price Changes

While we always endeavour to keep our prices as low as possible, continued cost rises in raw materials and poorer exchange rates mean we will need a price rise - only our second price rise in 10 years.

To keep this as simple as possible:

- Legacy and Serene will raise by £10 per cassette.
- Distinction will rise by 9% and PressFit by 8%.
- Delivery charge rises to £20 from £15.

All price changes will take effect from 3<sup>rd</sup> April 2017.

Attached are Trade Price Lists, the Order Form and Guide Retail Prices.

## Your commitment

Phantom is a premium product that needs a fast and courteous service to convert the sale and maintain the quality of our brand. We are committed to delivering exceptional service to our discerning customers and ask that you commit to our Customer Service Charter:

- Always treat Phantom Screen customers as priority.
- Respond to all leads within 24 hours.
- Treat customers professionally and with respect.
- Allow us to offer guide prices to help qualify enquiries effectively.

The manual and powered screen markets in the UK are relatively new. With better marketing, technical experience, and new ways of working together, I'm sure we can make this year a real game changer.

Please can you get back to me with your preferred email address and contact numbers that we can share with individual homeowners. Alternatively, if you do not wish to receive leads from us, just drop me a line and we'll remove you from our programme this year.

Many thanks for your continued support and best wishes for this selling season.

Simon Young  
General Manager  
Phantom Screens UK Ltd