

# DOMUS

[www.domustiles.co.uk](http://www.domustiles.co.uk)

## Industry

The UK's leading supplier of tile, mosaic and stone products to developers and architects

## Uses Glenigan

To build relationships and target projects to win new business



**“Glenigan really is the secret salesman every company should have. It’s out there 24/7 watching and listening to the industry buzz so that you are too.”**

Ben Tingle, Sales Director, Domus Tiles

## “The Secret Salesman” at Domus Tiles

As the UK's leading supplier of tile, mosaic and stone products to the residential developer and the architectural specification markets, Domus Tiles' long-term relationships with the most significant manufacturers around the world ensure that its product portfolio is the most comprehensive and cutting edge available. With its specification centre headquartered in Clerkenwell, London, the company influences new product development for the UK market with its highly experienced team of sales and design professionals representing the industry's greatest accumulation of knowledge in the field. From leisure centres to corporate applications Domus Tiles has positioned itself to deliver the best tile-based and fabricated stone solutions to fit the most complex of its specifiers' creative, technical and budgetary requirements.

### The Business Requirement

Joining Domus Tiles ten years ago Sales Director Ben Tingle was delighted to find that the company was subscribed to Glenigan. “I could see from the outset that Domus Tiles was very select about the clients it worked with and the approaches it made,” explains Tingle. “We needed a system that enabled us to filter data to a very fine level in order to track our clients and related construction projects. Like all sales teams ours was particularly time-starved, so having a sales tool that provided qualitative and timely information was key. I had used Glenigan extensively in my previous job so knew that it could do all of this at the touch of a few buttons.”

## Glenigan case study



**“The Glenigan Index is invaluable... I recently mapped our company sales...back as far as 2008 and there was an undeniable correlation.”**

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## The Glenigan Solution

Tingle and team take a very strategic and thorough approach in the way they work their Glenigan subscription. “We can’t be everything to everybody and we don’t want to be,” says Tingle. “For us it is about winning new business, not necessarily new clients. Our account managers filter by project value, type and company name, tagging key architects and designers we have strong relationships with, so that Glenigan can send us timely reminders whenever these clients are active. As soon as their name is associated with a project we can be quick to move in with a proposal that we have had time to prepare. This way of managing our Glenigan information really works for us and consistently wins us more business.”



## Results

Domus Tiles has been quick to realise the wider potential of Glenigan data and analytics. The company now uses its information to determine company strategy and planning of resources. “If I see that there is a growing trend in the hotel sector I will allocate staff and resources accordingly” explains Tingle. “The Glenigan Index is invaluable in that respect, In fact, I recently mapped our company sales against the Glenigan Index back as far as 2008 and there was an undeniable correlation. It was very impressive. Glenigan really is the secret salesman every company should have. It’s out there 24/7 watching and listening to the industry buzz so that you are too.”