

Incorporation marks 25 year milestone

Architect CT, one of PEM's long term clients, is now an incorporated company following its first 25 successful years in architecture, interior design and project management.

new clients with an insight into the full scope of services from re-branding a chain of brewery owned restaurants up to a £12M refurbishment of a hotel.



Chris Greenhalgh, Director of PEM who works alongside the team at Architect CT

Back in 1983 the business was set up as a traditional partnership but new company taxation laws now favour incorporation.

To mark these milestones a Practice Profile was designed in the form of a mini fan highlighting some key facts and figures on recent projects.

PEM project managed the process handling all the regulatory, contractual and financial requirements.

Principal Architect Paul Brook said "PEM pulled everything together for a smooth transition into a limited company. They have saved us so much time and created a positive message for all our stakeholders".

This change in status was also a great marketing opportunity to update old and

Over the page:

- PEM's Telemarketing top 10
- Mill in the limelight
- Big Lionhearts in Liverpool
- Jolly Good Fellow

Three hour guide up for grabs

To celebrate PEM's third year in business new clients are being offered a 3 hour review using the Pivotal Map™ to guide them on the key areas for strategic improvement to take them to the next level of growth.

The Pivotal Map™ is a tried and tested process that has helped companies identify and focus on some key areas in reaching the right balance for further development.

Our clients are our measure like Mark Starr, MD of Ideal Washroom & Workwear Solutions Ltd who said "As a newly established growing company, PEM has helped us to move to the next level in developing major accounts across the

North West with the Pivotal Map". This service is available to prospective clients who want to put PEM to the test and have a clear plan for the direction they want to take their business.

Any existing clients who make a referral, will get 3 hours support as a gesture of goodwill, within 30 days of the new client completing business.

There is no limit to the number of referrals, so call us today!



PEM has been building a healthy relationship with Business Doctors Ltd who have built up a reputation for providing the Antidote to the Dragon's Den.

Over the last 6 months, Chris Greenhalgh who is an associate for Business Doctors, has been working alongside several owner-managers who have been inspired by attending a Business Doctors' workshop on the Antidote to the Dragon's Den.

One client, a major painting and decorating contracting company in Merseyside needed operations support to make the business more efficient. This included re-structuring the team, identifying job roles and responsibilities as well as introducing a comprehensive Performance Management System. The latter involved developing 18 KPIs to drive continuous improvement that ranged from improving operational margins through to more rigorous communication of strategy at all levels.

Chris has been instrumental in the design and implementation process and has just secured ongoing work for the client who wanted to retain Chris' expertise.

For more information on Business Doctors & the Antidote to the Dragon's Den visit: www.businessdoctors.co.uk



New PEM Partners:

• **Paul Winterburn**, a business risk manager & Assistant Director of Priestley & Partners (Insurance) Brokers Ltd. The company offer clients a comprehensive portfolio of insurance products that have been professionally assessed by highly competent risk managers. PEM clients can call Paul on 0161 929 7100 or visit www.ppib.co.uk

• **Ian Hutchings**, a Chartered Safety & Health Practitioner is MD of Vita Safety Ltd. The company ensure clients are fully compliant with ever changing health and safety legislation. PEM clients can call Ian on 0161 789 1400 or visit www.vitasafety.com



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Mill in the Limelight

One of PEM's long term clients has bucked the trend as another new development is in the limelight.

roomed apartment whilst the Spinning Mews and The Cotton Tree are the names for several two bed apartments.

each of the junior classes visited the site perimeter to look at the banners together and experience what safety wear they will need to put on when they next see inside Elisabeth Mill.

Millshomes the award winning developer, has now officially launched Elisabeth Mill in Houldsworth Village, Stockport by unveiling the site banners with the help of children from the nearest school, aptly named St Elisabeth's School.

This unveiling of the banners is part of a whole series of events to keep reinforcing the messages about site safety by involving local children and was made even more special as the names chosen by St Elisabeth's School are up in big bold letters.

Richard Sym, MD of Millshomes said "Our step by step approach of introducing the children to this striking, four storey building is one way of continually reminding them about site safety, through a range of PR activities devised by our marketing team & PEM".

Last year children chose words about the Cotton industry for the names of Millshomes' most popular apartments in Elisabeth Mill and now these names are in the limelight. The Windings is the name for a one bed-

Class Teacher Pippa Bettles and a few representatives from



Pippa Bettles, Class Teacher and the children with Millshomes' Marketing team, Sheetal Dharni & Vicky Greenhalgh

Jolly Good Fellow

Vicky Greenhalgh, Director of PEM (pictured below) was recently invited to become a Fellow of the Chartered Institute of Marketing in view of her proven track record and

considerable marketing responsibility.

Now a fellow of the CIM she will have an active role in forming CIM policy at a national and local level to raise the awareness and status of marketing through fellow members of the CIM.

Across the North West Vicky will be attending key events as part of her CPD from branding through to viral marketing. The first regional event is on

Branding—what's it for?

This will be staged at McCann Erickson in Prestbury on September 17th with registration and a buffet at 6pm followed by presentations from 7 to 8pm.

Should any clients wish to attend this event or any forthcoming events then please give us a call. For further CIM events visit: www.cimnorth.co.uk



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Big Lionhearts in Liverpool

During July PEM were invited to Liverpool to join a panel of experts to support a national enterprise competition that has involved more 30,000 school pupils aged 14 to 15 from across the UK.

Launched in 1999 the Lionheart Challenge is about Year 9 & 10 students brushing up on their business and enterprise skills to fulfil one of the Government's 5 recommended Enterprise days.

The teams were challenged to create a product or service with guidance from business coaches and experts. They devised a business plan, created a virtual IT mock-up explained their idea and conducted a formal presentation for judges that included senior bosses from the British Chambers of Commerce, Chartered Institute of Management Accountants, Chartered Institute of Marketing and Liverpool Hope University vice-chancellor Prof Gerald Pillay.

Pictured below is the overall winning team from Regents Park Community College in Southampton.



PEM said "It was a real pleasure mentoring so many enthusiastic youngsters. They were great ambassadors for young people with some future entrepreneurs in the making."

For further information on The Lionheart Challenge and how to get involved in 2009 contact Johanna Dillon of FLA on 0141 582 1207.

PEM'S Telemarketing Top 10:

1. Set realistic and achievable call targets
2. Know the name of the person you want to talk to and record all the names of the people you contact on the long journey to the decision-maker
3. Aim to talk direct to the decision maker and avoid leaving voice-mail messages
4. Monitor the times/days of the week that prove to be more successful
5. Ask for direct lines to avoid busy switchboards
6. Ask for personal Emails
7. Use an eye catching caption for Email messages to prompt recipients
8. Use email delivery and/or read receipts
9. Use an outlook calendar for those important return calls
10. Seek consent from the respondent for further information to be sent and let them state their preference i.e. Email/Post

"Sell the crunch not the apple". For more inspirational quotes visit: www.businessballs.co.uk

