



## WHY WE BELIEVE REMAINING A SMALL COMPANY IS ADVANTAGEOUS TO OUR CLIENTS

Following our experiences in running larger organisations we, the Phoenix AV directors, have deliberately decided to remain a small and professional company to benefit both our clients and ourselves.

***Many believe a smaller company may not be able to perform or provide as well as a larger one - they couldn't be more wrong and in some cases, that mistaken idea can be a costly one.***

Below are some of the reasons we believe we can bring a level of service and professionalism to our clients some larger companies would struggle with, regardless of project size.

### Overheads

Our clients no longer need to visit us as we generally spend time on site with them getting to understand their needs, so we have moved to working from home offices meaning a drastic reduction in overheads. Furthermore, by utilising the kind of technology we recommend to our clients, we can maintain effective contact and liaison between ourselves.

Larger companies, often with large facilities and a high number of employees, are working primarily to 'feed' and sustain that overhead. That can mean taking on multiple projects with less time to service or them properly, considering projects that could be actually detrimental to them and / or charging a premium to maintain profit.

### Time for Clients

With lower overheads, it means that the profit we make can sustain us for longer periods. This in turn means that we are not desperate for new clients and consequently have 'time' to spend with our existing clients. This is vital to ensure that their requirements and the project are properly understood, conceived and presented. As importantly, it means we need only look to one project at a time thus ensuring it is installed properly and clients are fully satisfied.

Larger companies can find themselves having to take on several projects concurrently to bring in the revenues. This diversification of time on all staff can mean less time with the client, possibly diverting more competent staff away to new projects, having an emphasis on speed so they can move on to the next and therefore having greater chances of error.

### Project Liaison

Our clients meet our top management team who will stay with their project throughout. This means issues, challenges and decisions can be made on the spot without wasting time and our clients are always dealing with the highest level throughout.

Larger companies can often take away your initial contacts, the ones who set up the deal as they move on to the next client. Consequently, you could be left with the 'B-Team' who were not present at the outset to facilitate your requirements, who may not fully understand the whole project or do not have the authority or knowledge to deal with issues as they arise.



## Unbiased Solutions

We are *NOT* tied to any specific brand or manufacturer, distributor or equipment but have access to all of them which is why we do not list any online products or shopping sites. Our aim is to provide an honest, unbiased and properly considered recommendation to you of what is right for you, your project and your requirements.

Many larger companies align themselves with a brand or manufacturer often with associated sales targets in return for reduced purchase pricing and the chance of higher profit. This of course means they have a tendency to recommend those items that are good for themselves rather than good for the client.

## Fair Pricing

The other advantage of being small with minimal overheads is that we can be fairer with our pricing. The profit we make from a project may sustain us for months rather than weeks as for the larger competitor. This in turn means we are less 'desperate' and can ensure our pricing is fair and competitive.

Additionally, by maintaining a large network of distributors, many of whom supply the same items and brands, we can search and compare pricing and ensure we are in a position to always have products available at the best negotiated price.

## Personnel & Qualifications

By keeping staff and personnel to a minimum, we can ensure all are up to date with required qualifications and training, which in turn ensures anyone can assist with any project at any time. It also means we can afford to send all relevant personnel to trade shows and manufacturer training and update sessions, thus ensuring all customer facing personnel have the same knowledge, experiences and capabilities.

Larger companies cannot always spare the time or cost to ensure all their customer facing teams are the same. Often, a sales team will initiate the process and hand over to a 'B-Team' to facilitate it, but they may not have the knowledge or authority to recommend or cope with any changes or updates.

## Solution Diversity & Innovation

Our aim is to provide innovative solutions for any kind of project. If nothing else, it is to ensure our clients are fully informed about the realms of possibility, whether or not they embrace it.

This can mean looking to additional technology that can be incorporated such as 3D, Augmented Reality and holographs. We have introduced these into training, sales and marketing environments where they would not have been considered otherwise but proven to be of immense value to the project and client.

Whilst larger companies of course have access to all of these as well, you need to hope that the initial Sales or Project Manager assigned to you has both the vision and authority to consider such innovations and understands how this could be of benefit to you or integrated in your project.

## Loyalty

Loyalty is important and works both ways. Our first loyalty is to our clients; we need to ensure that their needs are paramount in our considerations and working, which is one of the reasons we don't take on concurrent work. By maintaining that connection and dedication to each customer, we hope we will get their loyalty in return be that for repeat business or for recommendations and testimonials.

Our second loyalty is to our suppliers. By maintaining a good relationship with them and understanding their procedures, we can foster and ensure their support for any project which in turn, provides peace of mind to our clients.



## Purchasing Consortiums

Phoenix AV does **NOT** belong to any Purchasing Consortiums nor have any intention of joining any. Whilst we understand the concept of these consortiums and the *perceived value*, we believe they can be actually detrimental to good purchasing and, as a company, we have been required to address many projects where consortium registered companies have provided a poor service.

Whilst there are many Purchasing Consortiums throughout the country with hundreds of genuine, professional and bona-fide suppliers, the following can still occur and has been witnessed by ourselves.

Some purchasing consortiums require companies to submit equipment lists for their clients to select from. If not regularly managed, these can become out of date and, as has been witnessed in the past, clients can end up purchase equipment that is old technology or out of date and no longer supported by the manufacturer. This is because some unscrupulous companies find themselves holding stock and need to 'off-load' it and an easy way is through a consortium project.

Another issue with purchasing consortiums is the ring-fencing of projects and inflated pricing by the suppliers. Consortium companies often know each other and can actually make behind the scenes agreements not to undercut each other on certain projects. By sharing this information, the potential winner can inflate pricing knowing they will still be the most cost effective as the 'competition' will increase their pricing too. They return the favours by over-bidding on another project.

Finally, there is the squeezing on price. Consortiums favour big companies as they believe they will get the best attention and discounts. Of course, as already described, these companies have bigger overheads and the squeeze on the profits expected by the consortiums means although readily available, these projects are less profitable. Consequently, companies are less willing to spend the time on them, often rushing through a solution and moving on without resolving issues.

Again, we have been requested on numerous occasions to resolve project issues or provide upgrade and replacement solutions to issues concerning such projects from consortium companies.

## Sub-Contracting

We accept that as a small company, we may not have the numbers of on-site personnel afforded by larger companies. However, because we do not overbook or double up on projects, we have no need for a large number of employees adding to the overhead, particularly in quiet periods.

We do have a number of associate companies with whom we work and who provide a specific expertise which we can call on when required. For example, although we provide all brands of control system, we have a programming expertise in one brand. Should a client have a preference for an alternative, rather than try to force them to change their minds, we can call on the specialist programmer for that brand at no extra cost.

The same applies to other technologies that may need integrating with ours such as IT infrastructure, specialist software (3D / AR) or bespoke furnishing. By building a relationship with these specialist companies, we can ensure we have good cooperative working practices and understanding and the client has the confidence that we can provide a coordinated solution rather than be first time partners with unknown suppliers.

## Stock Holding & Equipment Sourcing

We as a company do not hold stock, preferring to maintain an excellent network of suppliers and distributors. This means no tied funds, no equipment to go out of date requiring 'off-loading', the ability to always provide the latest versions and technology and access to any equipment usually within 24 hours.



## Project Size

Due to all the reasons outlined above – we are able to facilitate most kinds of projects and at almost any scale. Our forte are complex projects requiring out-of-the box thinking and innovation and it is for those we have won awards for ourselves or our clients.

We do admit there are some projects we are honest enough to turn down such as those requiring a large number of personnel on-site at any one time (i.e. a new education establishment with 30 + rooms to be installed in a short period) or what we term cheap ‘n’ cheerful, hang ‘n’ bang projects (very repetitive where there are multiples of exactly the same – i.e. a large number of basic classrooms). These are better suited to the big companies although we are quite capable of providing a Project Management Service if required.

## Trouble-Shooting

We know that some big companies having installed a project move on very quickly. Getting them back to resolve issues can be problematic as they are busy with their next order and project. How do we know? Because quite often, we are called on to try and resolve those issues.

As a small company, customer satisfaction is paramount! Without it, we don’t get the referrals and testimonials we want and that is key to our success too.

But it’s more than that which makes us ensure our projects are properly installed, our clients properly trained and the channels are in place for ongoing support – it’s the fact that **we enjoy** what we do, are proud of what we can achieve and get a kick out of seeing our clients delighted with their new capabilities.

All of the above is reflected in our

### **Mission Statement**

To provide the best professional consultation and advice, followed by the provision of the right equipment, training and ongoing support, to ensure our clients’ needs are properly met and satisfied

and consequently our

### **Motto**

We may be small, but we make a big impact