

JMS - Winning more work for Phase One Joinery

Based in rural Kent amidst rolling countryside Phase One Joinery has been in the joinery business for the last 23 years. Starting in a converted cow shed eight metres by four metres, owner Nigel Foster has grown his business to three workshops of 1000sq/m each including a paint shop and store and also has ten employees including five joiners. The biggest change to his business has been witnessed in the last 4 years, since the introduction of Joinerysoft's Joinery Management Software. This has enabled his business to grow simply because JMS speeds up the quoting process allowing him to quote more and therefore win more work. Able to cope with more work since introducing JMS, Nigel has expanded to keep pace with the additional workload.

Purchasing JMS back in 2005, Nigel was amazed that JMS offered so much for bespoke joinery. He says, "My initial reason for purchasing JMS hasn't changed. JMS does everything including working out materials, provides drawings, instant quotes and even provides all information for the guys in the workshop. The whole concept is great, and without comparison in the U.K." Providing professional drawings and quick turnaround speeds for quotes is the key to winning more work, says Nigel, while at the



same time accurate prices ensure profitability is maintained. Nigel believes that offering competitive prices is the key to winning repeat business. He says, "I'd rather have lots of work coming in with smaller margins than have a few jobs with lots of profit, but not know where the next job is coming from."

With a regular customer base of 10 local builders and other customers, Phase One advertises in the yellow pages, but otherwise relies upon word of mouth. Quoting was previously calculated through a home produced spreadsheet, but with Joinerysoft accurate pricing can be achieved simply and effortlessly by selecting the style and size required. Bespoke adjustments are made by pointing and clicking on individual components on the diagram displayed. In this

way detailed designs and bespoke joinery can be produced without the need to be a computer expert.

Though familiar with computers before using JMS, Nigel states that the training was good. "The installer was a joiner himself, so was on the same wavelength as ourselves and was able to share his joinery experience as well as demonstrating JMS. You can see that JMS is designed by joiners; all the terminology is spot on and caters for the way we do things."

Paying by instalments helped Phase One with the initial expenditure. Andrew Gregory, Sales/Operations Manager at Joinerysoft states, "Due to the current economic climate we are offering our customers flexible payment options including 12 months instalments where necessary. The good news is that JMS should have paid for itself before the instalments end."

Keeping customers happy ensures repeat business. With JMS Nigel feels that he can offer a professional service, providing detailed drawings and quotes usually by return the same day. In fact JMS is so quick that accurate quotes can be designed and produced while customers are still on the telephone. "Emailing a quote back the same day or

providing a detailed price over the telephone while customers wait, impresses the customer. Providing a fast response time gives customers confidence that we can complete the job professionally and on time," says Nigel. His detailed quotations include pictures and specify timber used, paint finish and glass and fittings supplied. "Even requests for the same quote but in a different timber species don't daunt me now, JMS can make the changes at the press of a button," he adds.

Utilising JMS Supplier reports, Phase One is able to order all materials from JMS. Automatic and accurate supplier reports reduce wastage and save time. Cutting Lists can be selected from a number of templates providing your workshop with as much or as little detail as needed. Providing his workshop with JMS produced drawings ensures that the joiners at Phase One have all the information they need to produce the job.

Without JMS Nigel admits he would have had to employ a full time estimator. With JMS Nigel has saved so much of his time that not only is he able to quote more, but as a consequence is also able to win more work too. He confirms "JMS has definitely helped the business to grow."

Nigel adds, "Even in this economic climate we are still busy at the moment. My only problem is how to get deliveries of materials due to the snowy conditions throughout Britain."

Phase One Joinery
01892 890647
nigelfoster@btconnect.com

Joinerysoft Ltd
01608 643302
www.joinerysoft.com
enquiries@joinerysoft.com

