

## Case Study

### Company

Sentinel Group Security (SGS)

### Sector

Private Security

### Services provided

- Telemarketing
- Email marketing
- Direct mail
- Blogs
- Social media
- Trade press advertising



## Sentinel Group Security Limited (SGS)

Formed in 2005 SGS specialise in effective, personalised security services. They provide staff to some of the leading security companies and work on assignments across the UK.

SGS have developed a large and geographically diverse network of highly experienced, multi-disciplined staff that are able to work within the corporate, logistics, construction, government, retail and transport sectors.

SGS pride themselves on exceeding security demands and ensuring customer satisfaction. They achieve this by providing diligent and quality work reviews combined with ongoing, compulsory staff training within their dedicated Training Academy.

## How Your Business Development Team helped

MD Graeme Brown and Excellence Director Rob Whiffing had recently joined SGS from the Facilities Management market and were keen to use their experience to build a contracted manned security arm for the business.

In 2018 Yafit Davis at **Your Business Development Team (YBDT)** was invited to meet with the newly appointed leadership team at the SGS headquarters in Loughton.

She was tasked with planning a comprehensive sales and marketing strategy to promote both manned guarding and their MiSentinel cloud-based workforce management system.

*continued...*



...continued

SGS had an ambitious target in their sights - they wanted to position the business within the top 30 UK security companies.

The private security sector is a highly competitive marketplace and because of this relationship building would prove challenging.



## The YBDT sales & marketing plan

YBDT presented and implemented a full integrated sales and marketing strategy that incorporated the following elements:

### Regular emails & Blogs

These were used to explain and promote the work SGS were currently involved in.

### Direct mail, LinkedIn & Telemarketing

Used to develop contacts in new market places such as Facilities Management.

### Advertising & Editorial content

A structured campaign in trade publications to promote the SGS brand.

The result was that YBDT not only generated interest from new markets but also increased interest from a significant section of the available market.

“*Yafit and her team are both professional and very easy to work with, they have provided SGS with first class marketing and business development support.*”

*They combine experience with innovation and always strive to deliver the best possible outcome which has resulted in a much improved and better targeted pipeline.*

*Additionally, new opportunities in different sectors have been identified and in turn we are delivering better than anticipated growth which is both sustainable and profitable.*

*If you're looking for a cost effective and professional marketing service I'd thoroughly recommend Yafit and her team.*”

**Graeme Brown MBE**  
Managing Director  
Sentinel Group Security

