

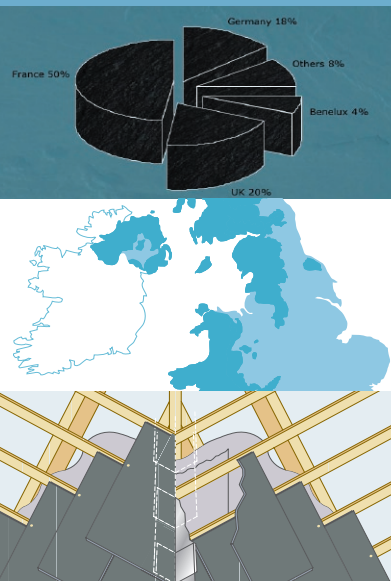
## Capitalise upon your CPD presentations...

Mainspring is a leading, full service communications agency, which specialises in working with quality brands across the UK building sector.

A service much in demand with our clients is the setting up and managing of their CPD appointments – targeting key prospects, improving client take-up – freeing up sales teams to concentrate on what they do best.

Read on to find out how using our expertise can improve your chances of achieving valuable, face-to-face, quality time with prospective specifiers.





Good quality CPD enhances a company's status for technical expertise and product performance. It is also a very effective medium for creating opportunities and securing meetings with targeted specifiers who are renowned for being elusive.

Most companies offer a form of CPD and many go the RIBA approved route to add credibility. That is a good start but much more can be done to market this valuable tool. Mainspring advises on optimising CPD, working with sales teams – saving valuable downtime spent on administration, concentrating their skills on the seminars and capitalising upon them. In addition, our expert design and editorial team are happy to create new or revise existing face-to-face and online CPD materials.

#### The CPD Appointment Service:

- works with and supplements a client's database of specifiers
- establishes the right contact – setting up the presentation in league with the client's management and sales team.

# MAINSRING

- gathers information on the practice, areas of specialisation and who is attending, enabling the presenter to emphasise relevant experience
- targets an agreed number of presentations per sales person, per month
- follows up to establish if further product information or support are required for current or up-coming projects
- presents attendees with certificates
- organises catering and other support services in liaison with presenter
- submits a monthly CPD intelligence report to the client
- advises on targeting high potential specifiers and contactors

Companies are increasingly finding that outsourcing the administration of CPD is both cost effective and more effective. To find out more please call Associate Director Mindy Pursey today on 01892 752021 or email [mindy@m-spring.com](mailto:mindy@m-spring.com)

*“Mainspring’s CPD appointment service works seamlessly, setting up meetings where I can present our products and gain valuable quality time with the right people.”*

Area Manager for a world leading client company

# MAINSRING



**RIBA  
accredited  
CPD  
presentation**



To find out how Mainspring can help optimise your CPD activity  
call Associate Director Mindy Pursey on 01892 752021  
or email her on [mindy@m-spring.com](mailto:mindy@m-spring.com)

**Mainspring  
The Brewery  
Bells Yew Green  
Frant  
Kent  
TN3 9BD**