

Telesales – the tried and tested approach to sales that yields results

It seems that with every month that passes, the power of technology more than doubles. And with the rapid rise of AI, we are seeing changes that just a few short years no-one might have reasonably predicted.

Yet amid all the tech speculation, there is one business constant that keeps generating leads and converting effective business sales, not least in the fenestration industry – telesales.

Why does telesales still count?

People still prefer to buy from people, particularly in industries where products and services often represent significant investments. Telesales bridges the gap between initial contact and face-to-face meetings, creating valuable opportunities for businesses to showcase their offerings directly to decision-makers.

Maximising your marketing investment

Professional telesales campaigns deliver measurable results that can be tracked and analysed to optimise performance.



The ability to build a strong pipeline of potential customers is another crucial benefit of telesales. Through consistent outreach and follow-up, businesses can develop a steady stream of qualified leads, ensuring a healthy sales forecast and sustainable growth.

Experienced telesales professionals excel at tailoring their approach to each prospect. They understand the nuances of their sectors and can adjust their pitch to address specific customer needs, creating more meaningful connections that lead to better outcomes.



The Insight Data approach

Here at Insight Data, we understand that successful telesales campaigns require more than just making calls. Our comprehensive service manages campaigns from inception to completion, including developing effective scripts, training operatives in company products and values, and providing detailed campaign reporting.

Our experienced team typically handles between 80 and 120 calls daily. We create multiple lead touch points, from setting appointments and providing quotes to gathering valuable market intelligence and sending additional information to interested parties.

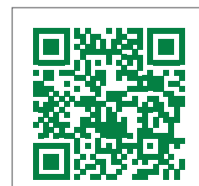
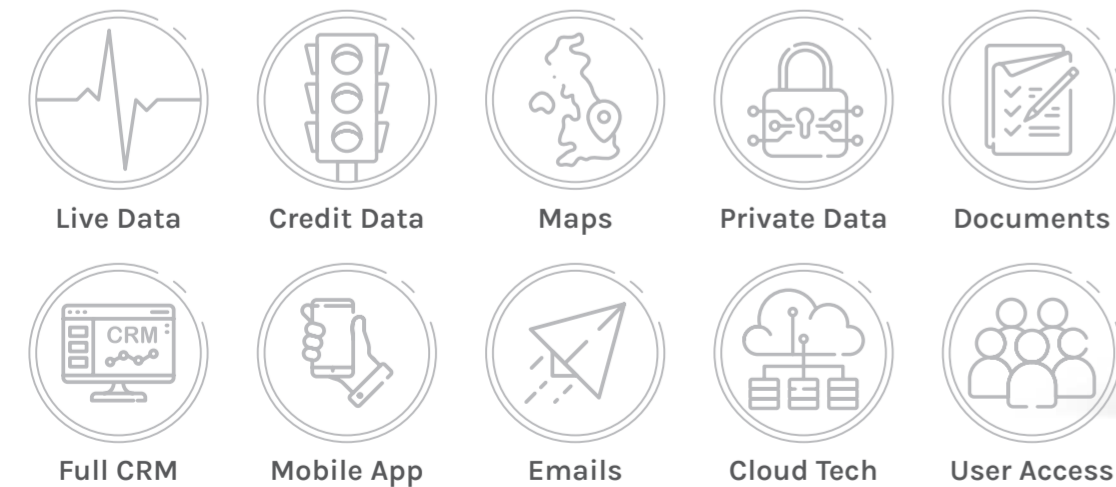
For businesses looking to enhance their marketing strategy, telesales offers a proven, cost-effective solution that combines the best of personal interaction with modern efficiency and measurable results.

Speak to a member of our team today to find out more. Call us on 01934 808 293.

EFFORTLESSLY TARGET NEW CUSTOMERS

Invest in Salestracker and get exclusive access to in-depth marketing data on the fenestration and construction industry. Pinpoint new trade and commercial prospects or leads and improve your sales and marketing results.

KEY FEATURES OF SALESTRACKER™



To book your **FREE DEMO** of Salestracker with one of our team, scan the QR code, call **01934 808 293** or email hello@insightdata.co.uk
www.insightdata.co.uk



insightVision

JUNE/JULY 2025

BUSINESS IS BETTER WITH INSIGHT



THE NEWSLETTER FROM THE UK'S NO.1 SUPPLIER OF PROSPECT DATA FOR THE GLAZING AND BUILDING INDUSTRY

TURNING DATA INTO DIRECTION

Welcome to the latest edition of the insight Vision newsletter.

the wider economic picture remains uncertain to say the least, there are early signs of a market beginning to steady. Insolvency rates, although still concerning, have eased slightly and many businesses are taking stock, reassessing their position and planning the next move.

In this edition, we bring together a range of articles that reflect the challenges and opportunities of the current moment. We explore the latest insolvency data and what it might mean for the wider sector.

We look at how email marketing continues to deliver results when used strategically, and why telesales, far from being outdated, remains a valuable tool when underpinned by accurate information. We also take a broader view of the industry landscape and the importance of remaining agile.

What connects all of these topics is the role of data. In a market where every decision counts, precise, up-to-date information is no longer a luxury but a necessity. It helps businesses reach the right people, use their resources effectively and make informed choices in an unpredictable climate.

Whether you are planning your next campaign or reviewing your current strategy, we hope this newsletter provides clarity, direction and a few fresh ideas. As always, if you would like to talk about how we can support your goals, the team at Insight Data is here to help.

Andrew Scott

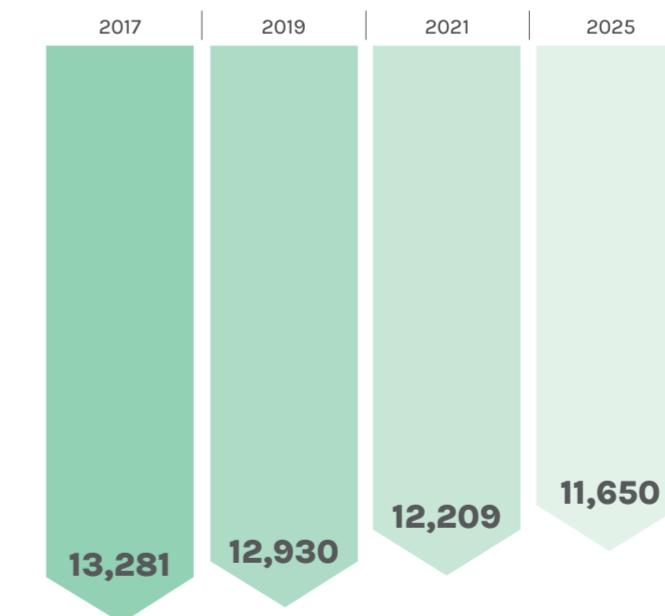
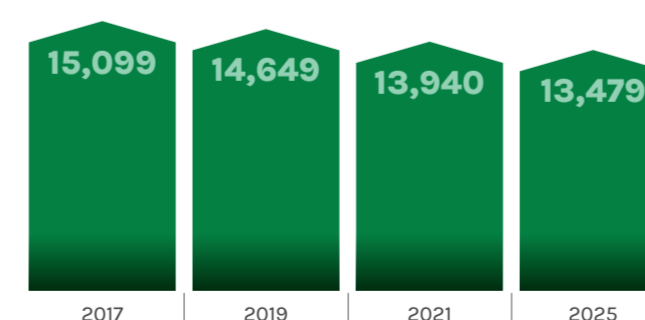
Andrew Scott
CEO and Founder of Insight Data

2025 UK Fenestration Overview

The UK fenestration market is undergoing significant transformation, with consolidation creating new opportunities for established and ambitious businesses alike. Despite recent challenges, 2025 promises a resurgence powered by innovation, evolving consumer demands, and a resilient market adapting to change.

This exclusive report, compiled by Insight Data's UK-based expert research team—with a combined 70 years of industry experience—delivers the latest insights into market trends, key players, and emerging opportunities.

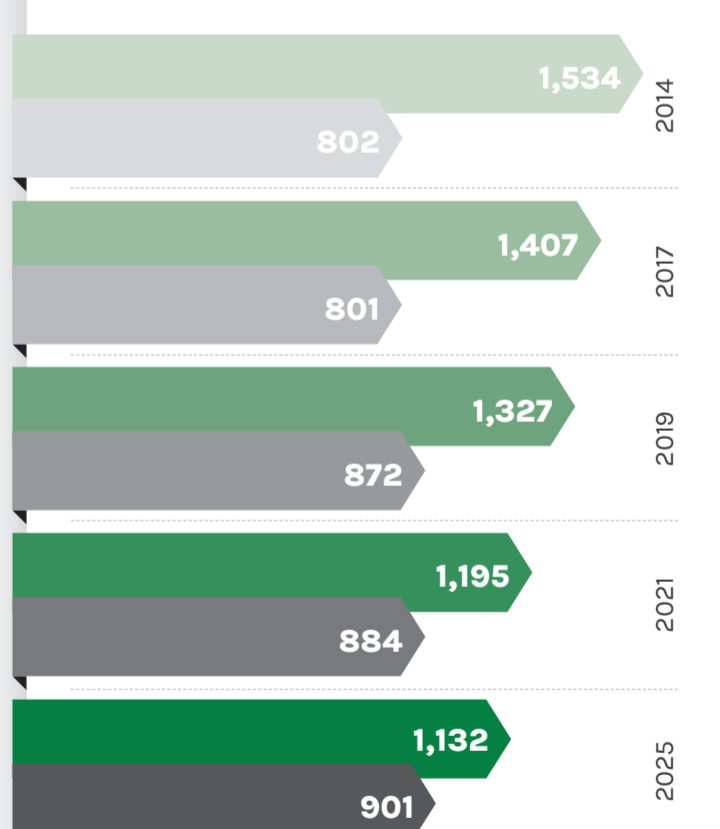
NUMBER OF FABRICATORS & INSTALLERS



NUMBER OF INSTALLATION FIRMS

Backed by real-time data from over 20,000 verification calls each month, our findings provide the most accurate and up-to-date intelligence to help your business thrive in this dynamic landscape.

NUMBER OF PVCU & ALI FABRICATORS



● PVCu ● Aluminium

Ready to unlock the full potential of the 2025 market? Scan the QR code to download the complete report and stay ahead of the competition.



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Foundations under pressure:

Construction insolvencies and the case for data-led

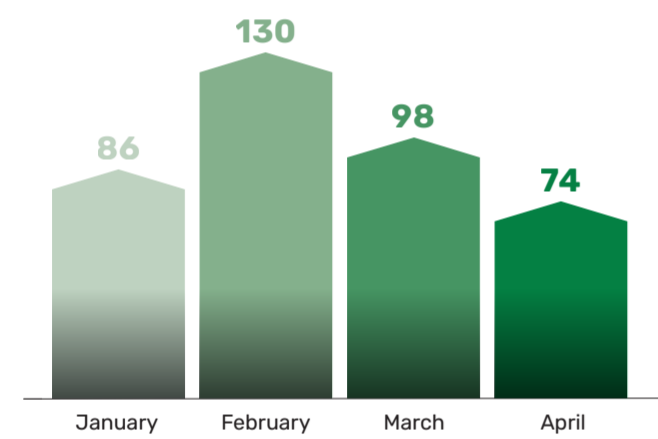
Construction insolvencies surged in early 2025 before easing in April. Alex Tremlett, Commercial Director at Insight Data, explores the trends.

Following the Government's autumn 2024 business-bashing budget, few in the construction sector expected a hopeful start to 2025. With insolvency figures rising sharply in January and February, that pessimism proved justified.

By April, however, there were signs of cautious improvement. For the first time in months, every major segment tracked by Insight Data recorded a fall in insolvencies. Encouraging though this is, the wider picture remains uncertain.

Between January and April, 979 construction-related firms collapsed. February was the most damaging month, but while numbers have eased since, many companies remain exposed to thin margins, cost pressures and economic instability.

Fenestration (Fabricators & Installers) Insolvencies



Fenestration businesses, including fabricators and installers, saw the sharpest volatility. Insolvencies rose by more than 50 per cent in February before falling to 74 in April. This suggests short-term resilience, though delays to project pipelines and inconsistent demand continue to threaten liquidity.

Small builders recorded the highest volume of failures. February's peak of 152 insolvencies fell to 105 in April, but many remain vulnerable. With limited cash reserves and exposure to cost inflation, their position remains precarious.

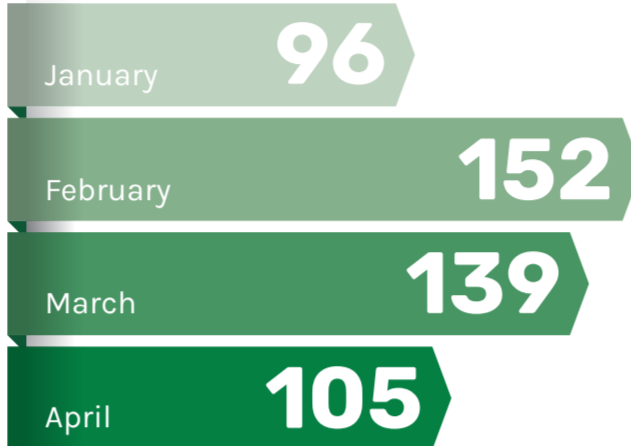
Architectural practices have shown the strongest recovery. Insolvencies declined each month, from 36 in January to 24 in April. This suggests that smaller, more adaptable firms offering design and consultancy services may be better positioned to weather instability, particularly with growing interest in retrofit and refurbishment projects.

Builders' merchants experienced erratic movements, ending April with 13 failures. These spikes may reflect temporary supply chain adjustments, but persistent instability in this area could signal broader issues in procurement and distribution.

Main contractors, turning over more than £5 million, saw the fewest failures, but their collapses can ripple across entire project networks. Although numbers remained low, the knock-on effects of a single insolvency remain disproportionately high.

Seasonal trends played a part in April's improvement, with spring typically lifting activity and stabilising cash flow. There's also

Local builder Insolvencies



evidence that weaker firms were already lost in Q1, leaving behind more robust businesses. However, the April changes to National Insurance and the minimum wage may bring delayed impacts.

Domestic spending on home improvement has been slightly stronger than expected, offering short-term support. Yet geopolitical instability and erratic trade policy continue to cast shadows over supply chains and investor confidence.

In this landscape, Insight Data enables firms to act decisively. With real-time intelligence on key decision-makers, businesses can focus on high-value prospects and adjust to shifting conditions. In uncertain times, information is the most valuable asset.

Visit www.insightdata.co.uk for more information.

Six questions to ask when you're choosing a data supplier

Investing in prospect data can be a highly effective way for businesses to boost sales. However, ensuring this data is accurate, relevant, and legally compliant is essential. Before partnering with a data supplier, we've compiled a list of questions we feel are worth asking before getting them on board.

1 What is the source of the data?
It is vital you have complete faith in your supplier's knowledge bank so always check where the data comes from. If it's outsourced second or even-third hand it could be inaccurate and unreliable. Here at Insight Data, we have a dedicated UK-based call centre which makes 20,000 monthly calls to verify and update records. Our data experts also consistently analyse the quality and accuracy of our information.

2 Is the provider allowed to collect and sell that data?
GDPR compliance is non-negotiable. Does the supplier clearly document the personal data they hold, how and when it was sourced, how it will be used, how it is updated and who will have access to it?

3 When was the last time the data was updated?
Outdated data leads to wasted efforts. Are email addresses, phone numbers, and personnel information current? Insight Data verifies and updates its database every 90 days and even credit-checks companies for financial stability.

4 How is the data maintained?
If a provider claims "fresh" data, it's worth asking how this is done. Requesting data stamp records is the best way to check. Data collectors use date stamps to ensure all their records are within an acceptable window of freshness.

5 Has the data been screened against TPS?
It's a legal requirement to avoid making marketing calls to numbers registered with the Telephone Preference Service without consent. Has the provider screened their data, and if so, when and how often?

6 Are there any clauses in the agreement stating you cannot share information with a third party?
If you can't see the 'no sharing' clause in the terms and conditions, it's possible that the data you are buying has been shared illegally with third parties. Failure to comply with these GDPR laws can result in eye-watering fines of up to £17.5m or 4% of your annual global turnover.

Choose your data supplier wisely
Ultimately, a trustworthy data broker should be able to answer every one of these questions and provide the information above.

If they can't, proceed with caution as it could leave you and your organisation liable. For further details on this, please call us on 01934 808 293.



The value of email marketing to your fenestration business

Did you know email marketing remains a vital tool for fenestration companies wanting to grow their business and connect with new customers?

Digital marketing has skyrocketed in the past few years, yet email marketing consistently proves its worth, adapting and growing while other platforms have come and gone. Its ability to reach the right people with the right messages makes all the difference.

We all know how frustrating it can be when you're trying to reach decision-makers. More often than not, a current email address is the best answer as your email will land directly in the inbox of those who count.

Of course, it's not simply a case of firing off a 'Hi, how are you?' to every name you can think of. A clear strategy is needed and that's where we can help. Our team creates compelling email campaigns that capture attention and drive engagement. We manage both short and long-term campaigns, handling everything from design to delivery. Our comprehensive approach also includes access to the industry's most accurate data, seamless campaign management and delivery, in-depth performance tracking, and dedicated telesales follow-up to maximise conversions.

For the fenestration industry, email marketing remains a cornerstone of successful B2B communication. When combined with quality data, professional execution and strategic follow-up, it consistently delivers outstanding results for businesses across our sector. Invest in email marketing with Insight Data to boost your sales and marketing performance.

Meet the Insight Data Sales team



ALEX TREMLETT
Commercial Director

Leads data quality and software performance initiatives, ensuring clients receive the most accurate insights and effective tools to drive commercial success. Alex combines analytical rigour with strategic vision to help businesses maximise their growth potential.



KIRSTY WINTER
General Manager

Helping businesses expand their sales and marketing outreach by leveraging high-quality, data-driven insights. Whether targeting new opportunities or refining strategies, Kirsty is here to support your company's growth with actionable intelligence.



ROB SHEPPARD
Customer Support Officer

Providing impressive guidance and training to ensure clients maximise the value of their market intelligence solutions. A specialist in our CRM platform, he delivers responsive support to address any technical or operational needs.

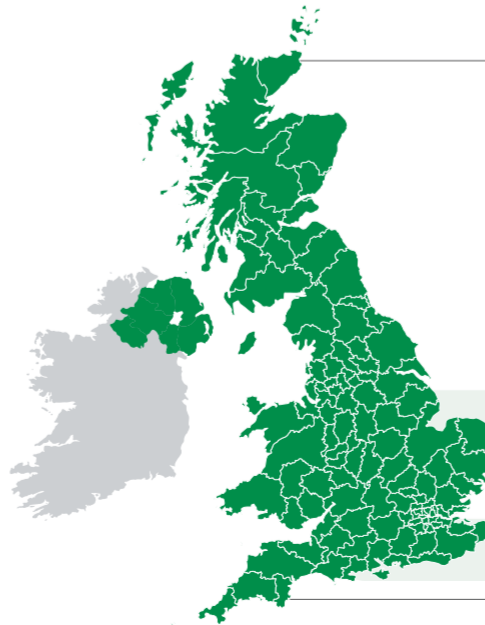
Celebrates a decade with Insight Data

Epwin Group, a leading UK-based manufacturer and supplier of energy-efficient and low-maintenance building products, including windows, doors, and fascia systems, is proud to celebrate a decade-long partnership with Insight Data. Over the past ten years, this collaboration has driven significant innovation and growth, allowing Epwin Group to improve its market insights, customer engagement, and product offerings.



Gerald Allen
Head of Marketing - Epwin

"We've used Insight Data for over 10 years. It's the only genuinely dedicated database for our sector. Our new business activity, market analysis, and competitor analysis all rely heavily on the market intelligence provided by Insight Data. Our field sales teams also benefit greatly, accessing customer and prospect information on the move to prepare for visits. It's simple to use and easy to access 24/7."



THE INSIGHT DATABASE SNAPSHOT

With over 80,000 named contacts and over 75,000 verified email addresses, the Insight databases help you connect directly with more decision makers than any other marketing resource in Europe.

	FABRICATORS & INSTALLERS	LOCAL BUILDERS	BUILDERS' MERCHANTS	ARCHITECTS & SPECIFIERS	MAIN CONTRACTORS
Records	13,550	18,740	8,600	7,500	1,150
Emails	18,200	22,770	13,300	19,500	6,600
Contacts	21,800	28,200	10,600	17,100	6,500