

Summer 2008 Edition

Specialists in electrical product sales to local and national businesses

Benefits of using us

Huge stocks

Over £9million worth of stock to choose from.

First class buying power and highly competitive prices

Our excellent manufacturer relationships enable us to purchase goods at very favourable rates, making our prices highly competitive. Bulk deals are our speciality and FREE quotations are provided.

The team

All team members have excellent product knowledge and are very experienced in electrical product sales to businesses.

Reliable delivery service

Our regular, national delivery service ensures orders are sent where and when you want them. They can be made in bulk, individually, to your staff or customers or even directly from manufacturers.

30-day credit and cash accounts

As well as cash accounts, we offer the option of a 30-day credit account facility for your business (subject to status). Ask a member of our sales team at your local branch for details.

A big thank you to all our customers

Sales of audio-visual and domestic electrical appliances continue to go from strength-to-strength at **Bennetts Trade Sales Direct**. This has been aided by **low trade prices**, a **huge range** of products in stock, dedicated **sales teams** who are attentive to your needs and strive to give you the highest possible levels of **service**, plus **regular, reliable deliveries**.

Group Trade Sales Manager Bob Stevens comments, "Whilst maintaining keen prices is very important, we've found our customers' value our product knowledge, advice and first class delivery service which enables goods to be delivered easily to any UK location. This full service benefits businesses of all types & sizes."

Some of 2008's key projects

This focus has helped the Norwich team win some notable national business including the ongoing supplying of large quantities of audio visual and white goods appliances to the Falkland Islands via a shipping agency.

Local business continues to be important to our branches too, with customers able to browse a huge selection of goods in store before making their purchase.



Our Norwich branch supplied and fitted plasma screens and sound equipment to the new Porsche and Harley Davidson centres in Norwich. They also secured a large quantity of white goods for the UEA student accommodation in June and supplied and fitted audio visual products for the Norwich City FC gym refit.

Also in June, Bennetts Trade were able to supply and fit audio visual products to the Big 3 in Norfolk. The Big 3 includes Banham Zoo, Africa Alive! and Dinosaur Adventure which are three of the biggest attractions in the region.

Walk-in local business is particularly important at our Great Yarmouth branch where manager Craig Lambourn and his team have amassed some 360 local commercial customers, and are now looking to attract businesses that might still be missing out on substantial savings.

Thanks to you, in Chelmsford, Colchester, Ipswich, Norwich and Gt. Yarmouth, our branches continue to prosper so we would like to say thank you, from Bennetts Trade Sales.

B2B 08 Show reaps rewards

In May, members of our Norwich branch attended the Chamber B2B 08 exhibition held at Norwich City FC, a free-to-attend networking opportunity attended by over 70 exhibitors.

Dale Edwards, our Field Sales Manager, gained some great business that included preparation on three bespoke incentive deals for two large local companies and a national bank chain.

'It was great to meet both existing clients and new prospective clients at what was a very professionally organised show' Dale commented.

Considering the great response from the show, Group Trade Sales Manager Bob Stevens added 'Bennetts continue to move forward with sales of both commercial and domestic electrical products nationally and will most certainly attend further events with the Chamber this year'.

There was also a chance to win a Digital camera and tripod via a business card draw and this was won by **Jan Cooper** of the **Great Yarmouth Racecourse** team and presented to her on the 23rd May by Dale.



Dale presenting Jan with her prize.

Bulk deals and FREE quotes available - Contact us today with any enquiry

Benefit schemes

Bespoke incentive packages can be put together for local and national companies, whether large or small. Why not request a visit from our Field Sales Manager Dale Edwards on dedwards@bennettstrade.co.uk to discuss a staff incentive package, client based package or just an incentive package for Christmas.

Bennetts Trade already have these schemes in place for a number of large blue chip companies, so why not seek out our expertise in this area?

Future plans for 2008

The Bennetts Trade division was formed almost ten years ago with the aim of providing specialist advice and tailored product packages to suit the needs of business and industry, and is currently available across five of Bennett's regional branches. We understand the fast moving pace of business and future expansion plans will allow for Trade walk-in business through many of our other branches. **Our Bangor, Diss and Cromer stores will be the next branches to benefit from new Trade counters opening in the next few months.**

Hi-Tech Show '08

Get ready for the 16th Bennetts Hi-Tech Show held at the Norfolk Showground. Technology fans are in for a real treat at one of the UK's biggest and most informative home entertainment events.

Last years event was the most successful ever for Bennetts Trade, and this year will be even better!



This free to attend, 3-day event starts on Friday 24th October.

For more information, go to www.hitechshow.co.uk.

Coming soon... August Wholesale Deals

Our Wholesale Deals leaflet for August/September will be packed full of our latest special brown and white goods offers.

To request your copy, speak to a member of our sales team or visit: www.bennettstrade.co.uk to download a PDF version.



Your feedback is important to us

We're always looking to improve our service and pride ourselves on our long term relationships with our customers. Your opinions on the way we run our business are of paramount importance to us. Please speak to a member of our sales team who will take note of your comments, or email your views to marketing@bennettstrade.co.uk

New instore...



Design Centres

You can now view a much wider selection of Rangemaster products instore (including the latest models) plus gain expert advice from Rangemaster trained advisors.

Exciting additions
to our white goods ranges
including:

BRAUN KRUPS **BOSCH**
ASSIMO

New team members

Rayleane Atkin is retiring after 8 years of work within our Chelmsford branch. Although we are sad to see her go, we are excited to welcome Lisa Bowman as her replacement.

Lisa has been with Bennetts for 5 years in our retail branch and is fast becoming a valued member of the team.



At Colchester, we're pleased to announce Matt Hurrell has also joined the team from retail. Matt has extensive brown goods knowledge as well as being a Bose specialist. As he's worked at Bennetts for a number of years, he's been able to fit into the team very easily.



Contact the manager



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Bennetts

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