Product Integration Guide

MILWOOD GROUP
The UK's No1 Provider of Outdoor Living Solutions

Integrating products into your existing range may seem to be an onerous task especially when there is so much to do and you seem to have no time to do it. So we have decided to take the hassle out and have therefore put together this handy guide to help you integrate the Milwood Range of Fencing, Verandas, Carports, Glass Rooms and Canopies in the most structured way possible.

Step 1: Choose the Products to Launch
Have a clear decision of which products you would like to add to your range.

Step 2: Decide on a Launch Date
This is essential so that you and your staff have a target date to work towards.

Step 3: Request a Free Web Page and Access to the Trade Partner Area
We can create a web page that you can link to from your main website. The Trade Partner Area enables you to download images and many of the documents required in the below steps.

Step 4: Complete the Handy Fact Finder Provided (Overleaf)
To gather all information in one place so all staff members can work from the same document.

Step 5: Find out Installation Lead Times
Find out how long the product will take to install and whether you will need specialist equipment or skips that you may need to hire. These are important areas to consider for pricing purposes.

Step 6: Download Technical Product Drawings from Milwood
These can be downloaded from the Trade Partner Area, you can then ask your CAD designer to transform these drawing into your own format, or simply use our drawings as they are.

Step 7: Download Snow Loading Details
This is important information for you to pass onto your customers if required. These can be downloaded from the Trade Partner Area.

Step 8: Download and Create Your Own Quote Templates
Download our quote templates from the Trade Partner Area and add your own branding to them. Also add them to your existing CRM/quoting system.

Step 9: Create a Product Information Sheet for Your Sales Staff
Put together a document that lays out the details of the product including the spec and technical and installation information etc. so your staff are fully trained on the product.

Step 10: Request Product Samples from Milwood
So that your Sales staff can familiarise themselves with the product and to use when out on the road.

Step 11: Download After Sales Material
Download the After Sales Schedule and guarantee documents to pass onto your customers.

Step 12: Gather Your Sales and Installation Teams & Launch the product
To tell them everything they need to know about the new product. Once everyone is happy with the knowledge passed on, make the product live on your website, spread the word on social media, send out any direct mail or email campaigns and add a note to add them to your next brochure update.

Product Fact Finder

Product Name:	
What is the product? E.g. carport, veranda etc.	
What market is this aimed at? E.g Domestic	
Target launch date:	
Maximum sizes:	Length: Width:
Framework material and size:	
Framework finish and colours:	
Roof panel material/s and thickness:	
Method of fixing:	
Available upgrades and accessories:	
Are guttering & downpipes standard?	
Length of guarantee:	
Are all materials covered by the guarantee? E.g. frame and roof panels	
Maintenance/care details: Is it maintenance free?	
UV protection percentage:	
Delivery lead times from supplier:	
Gross Profit:	
Install days:	
Skips required?	
Specialist equipment needed?	
Any special features to include in the website content, blog, flyers etc.?	