

INSIGHTS

New Client Makes Water Savings Simple

By Leyla Hussein • 24 August 2018



Some of the most satisfying work we do at Hayward Miller is opening doors for a client whose service genuinely saves people money. Peritus is exactly that kind of partner.

About Peritus

Peritus is a completely independent energy and water consultancy that specialises in validating and auditing business energy and water billing, managing utilities on behalf of businesses from the small to the very large. The process is refreshingly simple. A new client grants a Letter of Authority, a document that allows Peritus to contact the customer's utility supplier on their behalf and manage their needs accurately and precisely.

The results speak for themselves. Peritus recently secured a fifty percent discount on a client's electricity bill, a reduction of £43,624, with seven years to pay off the outstanding balance. That kind of outcome is the product of years of knowledge and experience, and a genuine willingness to take on the major energy and water suppliers. Their other key services include procurement, conservation, identification, and control of waste.

They are so confident in what they do that in most cases they charge no upfront fee at all, taking instead a share of the savings they secure. Once they are engaged, savings and even refunds for incorrectly raised historic charges tend to surface in ways clients never saw coming. With over twenty years in the industry, the Peritus team are relentless about the fine detail of a bill, because that is precisely where clients are least aware of what they are being charged.

How We Are Helping

Peritus brought Hayward Miller in to reach new clients identified as having problems with their water billing. Contacting brand new clients is always the hardest part, especially here, where the prospect has usually never heard of Peritus. Our job is to build a stable, growing [sales pipeline](#). I am pleased to say that thanks to a meeting we secured, Peritus is now in discussion with a client operating across 400 sites spread throughout the UK.

We began by taking a database of target companies from Peritus, formatting the data and filling in the gaps, ready for our [telemarketing](#) team to start connecting with customers and building rapport. As always, we work toward [B.A.N.T. certified leads](#), our method for assessing the quality of a prospect and tracking them through qualification, with systems designed to filter every lead down to the ones most likely to convert.

If you would like to know more about Peritus Energy and Water, contact the Peritus team at Hayward Miller. Call 01842 821 440 or email contact@haywardmiller.co.uk. You can also visit the Peritus website [here](#).

Ready to grow your sales?

Hayward Miller is your outsourced B2B sales team, generating leads, booking meetings and winning business for you.

Contact us today on **01842 777 760** or visit haywardmiller.co.uk