
Rowan helps Rest Assured launch innovative service

Fifteen new customers signed up within six weeks

Sales and marketing consultancy Rowan Group has helped new funeral services company, Rest Assured, to launch its grave tending service and has already brought in 15 resellers who are keen to offer the service. Grave tending will help absent or elderly relatives and those with busy lives who can now call on Rest Assured to look after the graves of loved ones, ensuring that they always have fresh flowers, that the headstone is clean and in good repair, and the grave is neat and tidy.

Rest Assured knew that the grave tending service would provide valuable peace of mind for the bereaved, but they needed help to make it a success. Rowan Group was able to identify the best way to reach potential customers in this sensitive area and has helped the company to approach funeral directors. This approach has been so successful that within weeks 15 funeral directors have agreed to offer the services.

The potential for grave tending services arises from people such as ex-pats or elderly relatives who are unable to visit the grave of their loved ones. Equally, busy working people may not have the time to look after a grave. This can be very distressing and many people are relieved to find someone who can provide a regular service.

Rowan Group used its commercial expertise and marketing knowledge to test the market for Rest Assured, researching likely clients and evaluating the potential of the business idea. The company also investigated possible difficulties given the sensitive nature of the service, such as timing and presentation of an approach. Rowan quickly identified that the best route to market was through funeral directors who would be in the best position to offer the service on behalf of Rest Assured if and when it seemed appropriate. With their expertise in marketing and sales Rowan then helped Rest Assured to present the benefits and market the service. This has been so successful that Rowan has now been retained by Rest Assured to provide an ongoing outsourced sales and marketing department.

Rowan Group helps a wide range of businesses, from major companies to start-ups, to make their sales and marketing more successful and deliver increased revenue and profits. The company uniquely specialises in taking a hands-on approach to its customers' needs. Where other consultancies are well-known for weighty reports on what needs to be done, Rowan gets involved at the sharp end, leading change from the front and becoming part of the client's team. Combining the best in practical sales experience and the highest quality business processes, Rowan helps businesses by delivering improvements in top-line performance and commercial outcomes. From getting innovations to market to leading transformation in sales, Rowan focuses on the top line to help customers meet their revenue and profit targets.

James Hindley, Director of Rest Assured, commented: "Working with Rowan was a great experience - they knew exactly how to approach the market and quickly identified the best approach for us. They then just got on with the job and have really produced great results by linking us with so many companies already. I believe no other company is as equipped in experience and knowledge as Rowan, and we are very pleased with the results they have achieved."

Marketing Director of Rowan, David Owen, said: "We recognised that Rest Assured has strong potential for business growth, providing a very useful service to people. We gave them the practical support they needed to launch the business and are delighted to be continuing to contribute to the future success by providing outsourced sales and marketing."