

a little bit of marketing



Tunstall Group

Tunstall is the market leader in providing call systems and related technology to support older and vulnerable people. We assisted them in creating sales support tools, such as researching and writing technology guides outlining how their products can assist people living with conditions such as dementia or learning difficulties. We also assisted with a toolkit, designed to give local authorities practical advice on how to integrate technology into their existing services to improve delivery. The toolkit was a file and CD which included case study examples, process flow charts a guides to relevant Government policies and funding. The toolkit was launched at a major exhibition where potential customers signed up to receive an account manager visit to present the toolkit, and received an actual in car mini toolkit as an incentive. Over 120 delegates at an exhibition attracting 450 people signed up to a follow up meeting.

