Global industrial sales execution. Software. Brands.

Being on the list isn't the same as winning the work.

Venti Red builds the commercial function that wins new markets, and the software that runs it.



30	£100M+	50+	15
Years selling	Revenue delivered	Countries	Industries

Who we are

Thirty years of closed deals. Not market reports.

Venti Red FZ-LLC is an international commercial business. We take ownership of the result in markets that manufacturers find hard to win, we build the software that runs the operation, and we run our own brands across safety, market intelligence, water equipment and sales coaching.

Based in Dubai, working across Europe, the UK and Ireland, the Nordics, the Gulf, the Americas and Asia Pacific. Multi sector, multi region, and you deal with the person who has done the work.

£100M+	508%	50+	15
Lifetime project revenue	Peak revenue growth	Countries	Industries

01

Engagements

Qualification, Commercial Launchpad and Fractional Commercial Director. We own the commercial number in your market.

02

Commercial Build

Websites, apps, AI chatbots and custom systems, designed and shipped by us and hosted if you want it.

03

VR Brands

Z358 One, Parteloa, Aquelon, Ringcraft and Dropped. Thirty years of commercial discipline, packaged.

Founder

Scott Robinson

Managing Director

“After 30 years watching capable manufacturers fail in markets they did not understand, not because their products weren’t good but because their commercial approach was entirely wrong, I built the consultancy I wished had existed for the businesses I worked for.”



Engagements

Where you start depends on where you are.

Tariffs are coming down. The barriers are not. Distribution, buyers and specification still decide who wins. Most companies arrive at us in one of three places.

Planning your entry

Not in yet. You need an honest answer built on how procurement and buyers actually work in that market, not a research report.

In market, not converting

Relationships exist, pipeline exists, nothing closes. Someone needs to take commercial ownership and turn motion into contracts.

Approved, but stalled

The status is there, the revenue is not. Usually the channel was never the right fit. It gets rebuilt to drive the business the approval was meant to unlock.

Three engagements. Each flows into the next.

Entry point

Qualification

A 45 minute paid call, direct with Scott. A clear yes or no on your market.

$250
Refundable deposit

90 day build

Commercial Launchpad

Route to market, the right partners, the buyers who decide, and your first tender or order.

POA
Fixed scope

Full ownership

Fractional Commercial Director

Embedded execution, full pipeline ownership and board reporting on every deal.

Retainer
Monthly

Entry point | 45 minute call

01

Qualification.

One call. One decision.

Whether you are entering a market or already stuck in one, get the honest answer before you spend another penny. A focused call, direct with Scott, on your product and your route in. Not a research report. A decision.

What we cover

Opportunity landscape

Where the real opportunity is across your sectors, and why you are winning or stalling.

Procurement cycle mapping

How buying decisions are actually made: timelines, influencers and specification gates.

Route to market analysis

Channel options, distributor risks, direct or indirect for your specific product.

Competitive positioning

Who is already specified, how they got there, and where the gaps are for your product.

Recommendation, live on the call

One clear recommendation with the rationale: yes, no or not yet.

Refundable deposit

$250

Credited in full against the Commercial Launchpad or the Fractional retainer if you go ahead.

Refunded in full if Scott decides Venti Red is not the right fit. You are never charged for an honest no.

Kept only if you book a slot and do not show without telling us.

cal.com/scott-robinson-hn8vga/qualification

90 day build | Fixed scope

Commercial Launchpad.

Built in 90 days.

The complete commercial system for the market you are entering, or the one you are already in that has stalled. Route to market, the right distribution or channel partners, access to the buyers who actually decide, and your first order or tender submitted. Every deliverable is defined before we start.

Days 1 to 30	**Map and decide.** Market intelligence and commercial mapping. Route to market decision. Ideal customer profile defined. Distributor or channel shortlist built and qualified using Parteloa intelligence.
Days 31 to 60	**Get in front of the people who decide.** In energy and construction that means EPC contractors and specification. In defence and industrial, the OEM and programme buyers. In building products and consumer, merchants, distributors and retail buyers. Vendor approval advice where it applies.
Days 61 to 90	**Submit.** First tender or first order identified, pursued and submitted. Pipeline reporting structure set up. Board reporting framework live. Full handover pack.

01 **Route to market architecture**

02 **Qualified partner pipeline, scored and ranked**

03 **Access to the buyers who decide**

04 **Vendor approval and registration guidance**

Across Europe, the UK, the Americas and the Gulf, and across sectors from defence, construction, energy and oil and gas to industrial manufacturing, building products, safety and consumer goods. Different markets reward different things, so the build is shaped to yours.

Pricing

Fixed scope. Priced on your sector, market and product complexity.

POA

Full ownership | Monthly retainer

03

Fractional Commercial Director.

Full pipeline ownership.

All the seniority, relationships and market access of a senior commercial hire, without the overhead, the 12 month ramp or the notice period risk. A consultant advises and leaves. A fractional commercial director executes and is accountable for the numbers, inside your business, alongside your team.

Weekly commercial execution
Deals move every week, or we find out why not.

End to end CRM ownership
Every deal tracked, staged and actioned.

In region representation
In the meetings with buyers, EPCs and partners.

Monthly board reporting
Every deal, every stage, every next action.

Tender strategy and bid submission
From qualification through to submission and follow up.

Thirty years of closed deal intelligence
Shortcuts that only come from having been there.

Fractional against a direct hire	
Annual cost	About half
Time to pipeline	Week 1
Relationships	Already there
Notice period	30 days

Senior direct hire: £200K to £220K+ a year, 12 to 18 months to pipeline, 3 to 6 months notice.

Delivered in the seat	
Gilkes engine cooling	£2.5M to £15.2M
Hughes Safety Showers	£3.9M to £6.9M
Brannan	£1.8M to £6.2M
Engenia, 24 months	£0 to £8M

Hughes Middle East up 167% in 2024.

Europe, the UK and Ireland, the Nordics, the Gulf, the Americas and Asia Pacific. You deal with Scott start to finish, not a rotating team.

Commercial Build | From $500

04

We build the software behind the growth.

Winning a market takes more than a plan. It takes the site that sells you, the app that runs the operation and the tools that qualify the leads. We design and ship all of it, built on Firebase and hosted for you if you want it.

Websites and hosting

Business website

A custom site with a CMS and blog, mobile ready and deployed live. We host it, keep it running and keep it updated.

$500 then $99 a month

AI web apps

Apps and SaaS MVPs

Web apps, dashboards and SaaS products, from first MVP to live platform. We build it, we can host it, and the code is yours.

POA Scoped to your build

AI chatbots

Lead qualifiers

Custom AI assistants trained on your business that qualify visitors and route real leads straight to you, like Peggy on ventired.com.

POA Custom flow

CRM and operations

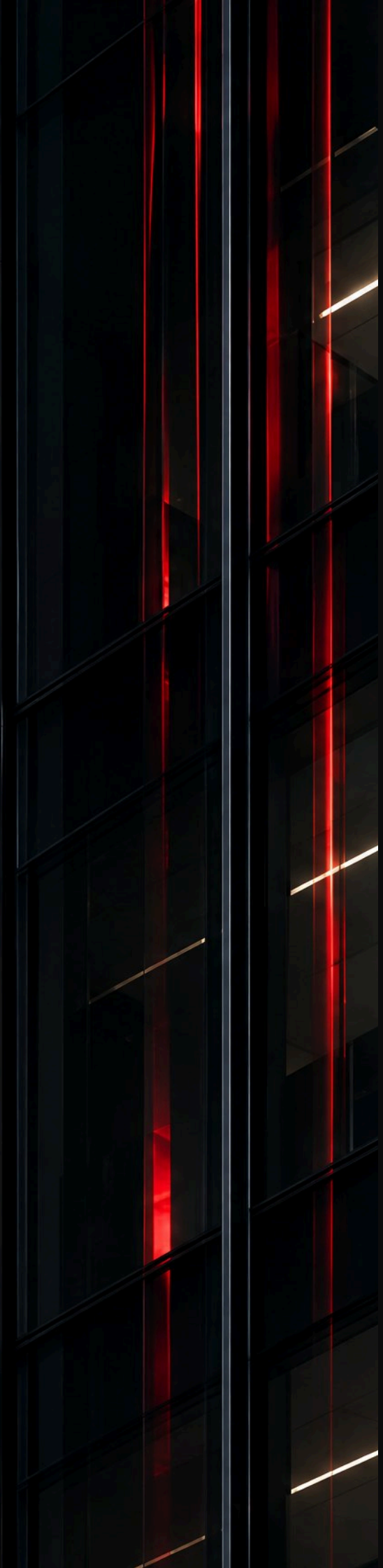
Custom systems

CRMs and internal operations systems built around how you actually work. Pipeline, jobs, team and reporting, all in one place.

POA Built around you

- Built on Firebase
- Hosted for you if you want it
- Source code is yours
- Deployed live, not zipped

The same team built Z358 One and Parteloa. Not sure which build you need? Tell us what you are trying to do and we will tell you the right way to build it, or whether you even need to.



VR Brands

The brands we built.

Software, supply and coaching built on thirty years of closing business in hard markets. Different front doors, the same commercial discipline behind every one.

Z358 One

Safety SaaS

Emergency shower and eyewash compliance, fully digital, built for ANSI Z358.1 and EN 15154.

z358one.com

Parteloa

Market intelligence

Market intelligence for anyone selling into a territory. Any product, any country, any industry.

parteloa.com

Aquelon

Water equipment

Drinking fountains, bottle fillers, hygiene stations and emergency showers, supplied across the GCC.

aquelon.com

Ringcraft

Sales coaching

One to one coaching for sellers running big deals, on the live ones.

ringcraftcoaching.com

Dropped

Revenue leaks

A free calculator that shows any business the revenue slipping between interest and purchase.

ventired.com/dropped.html

Z358 One.

14 day free trial

Emergency equipment compliance. Fully digital.

The compliance platform for ANSI Z358.1 and EN 15154 emergency eyewash and safety shower audits, from initial audit through weekly activations to annual formal inspections. Built from Scott's work on the ADNOC Offshore vendor approval engagement at Hughes Safety Showers, for manufacturers, distributors and the facilities that run the equipment.

Clause by clause compliance audits	Weekly and annual inspections	2D and 3D facility maps
Supplier hub across your network	White label dashboards	CRM webhooks and PDF reports

Single site	Multi site	Distributor or supplier
$49 a month	$149 a month	From $500 per code block a year

z358one.com

Parteloa.

Free to start

Know your markets. Move first.

Market intelligence for whoever owns the number: direct sales teams, reps, export managers, MDs and consultants. Parteloa reads every market as it moves, tells you what each one should be worth, names the customers, partners and contractors inside the gap, and writes the answer straight into the CRM your team already runs. Sell direct and you run it on customers. Sell through a channel and you run it on partners. Deliver through contractors and you run it on those.

Territory Gap
What each market should be worth, and where you are exposed.

Gap Discovery
Names the companies inside the gap, largest first.

Continuous Intelligence
News, filings, tenders and trade press, verified and scored.

CRM write back
Scores, gaps and intel on the record, refreshed every Monday.

parteloa.com

VR Brands, supply and people

Aquelon.

Supplied across the GCC

Water where people are.

Drinking fountains, bottle fillers, hygiene stations and emergency showers, supplied, certified and supported across the GCC. One point of contact for consultants, contractors, facilities teams and procurement, with the data sheets and certificates your submittal pack needs.

179	6	5	1 day
Product models	GCC countries	Divisions	Quote turnaround

Authorised supplier for Murdock, Topserw, EMSAS, IST Safety and Acorn Safety, and supplier of Hughes Safety Showers equipment. aquelon.com

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Ringcraft.

Founding cohort

Nobody said no. Nobody said yes.

That is where the year goes. Between forty and sixty percent of deals are lost to customers who said they intended to buy and then did nothing (Harvard Business Review, 2022). Ringcraft is one to one coaching from Scott for the people running those deals, on the live ones. Deal control, the decision map, working both angles, and the nerve to disqualify.

Founding rate

$500 a month, everything in

Two one hour sessions a month, a direct channel for new deals, Froob.io and Parteloa access. Cancel any time.

Start here

Stalled deal review

Thirty minutes on one deal that has stopped. No charge. You leave with the next three things to do.

ringcraftcoaching.com

Dropped.

Free

You don't need more leads. You're losing the ones you already have. Missed calls, slow enquiries, quotes nobody chased. The Dropped Calculator shows roughly how much in 60 seconds.

Dropped Calculator	Free
The Dropped Guide	$19.99

ventired.com/dropped.html



Proof

Real equipment. Real contracts.

Five or six deals a year at six and seven figures, in real equipment. Four continents. Three market builds from zero.

Gilkes	Engenia	Brannan	Hughes
+508%	£8M	£6.2M	£6.9M
£2.5M to £15.2M	From £0 in 24 months	From £1.8M	From £3.9M

Contracts won	
Marjan Package 9, Saudi Aramco via Técnicas Reunidas	£1.9M
PKN Orlen refinery, Płock, Poland	€1.2M
Saab naval, Sweden	$650K
Defence contractor, Raufoss, Norway	£500K
Dalma gas, ADNOC	£500K
SABIC Sharq	£500K
Amazon EMEA	£400K
QinetiQ	£350K
Bechtel, Chile	$250K
Borouge	£250K

Sectors include

Oil and gas, petrochemicals, defence, marine, rail, power generation, mining, construction and building products, industrial safety, instrumentation and test, heavy vehicle, energy management, retail and logistics.

Sold into and alongside

Técnicas Reunidas, Saipem, McDermott, Tecnimont, Petrofac, Bechtel, Worley, Caterpillar, GE, Wärtsilä, Progress Rail, Wabtec, Scania, Volvo, WSP and Atkins.

Hughes Middle East up 167% in 2024.

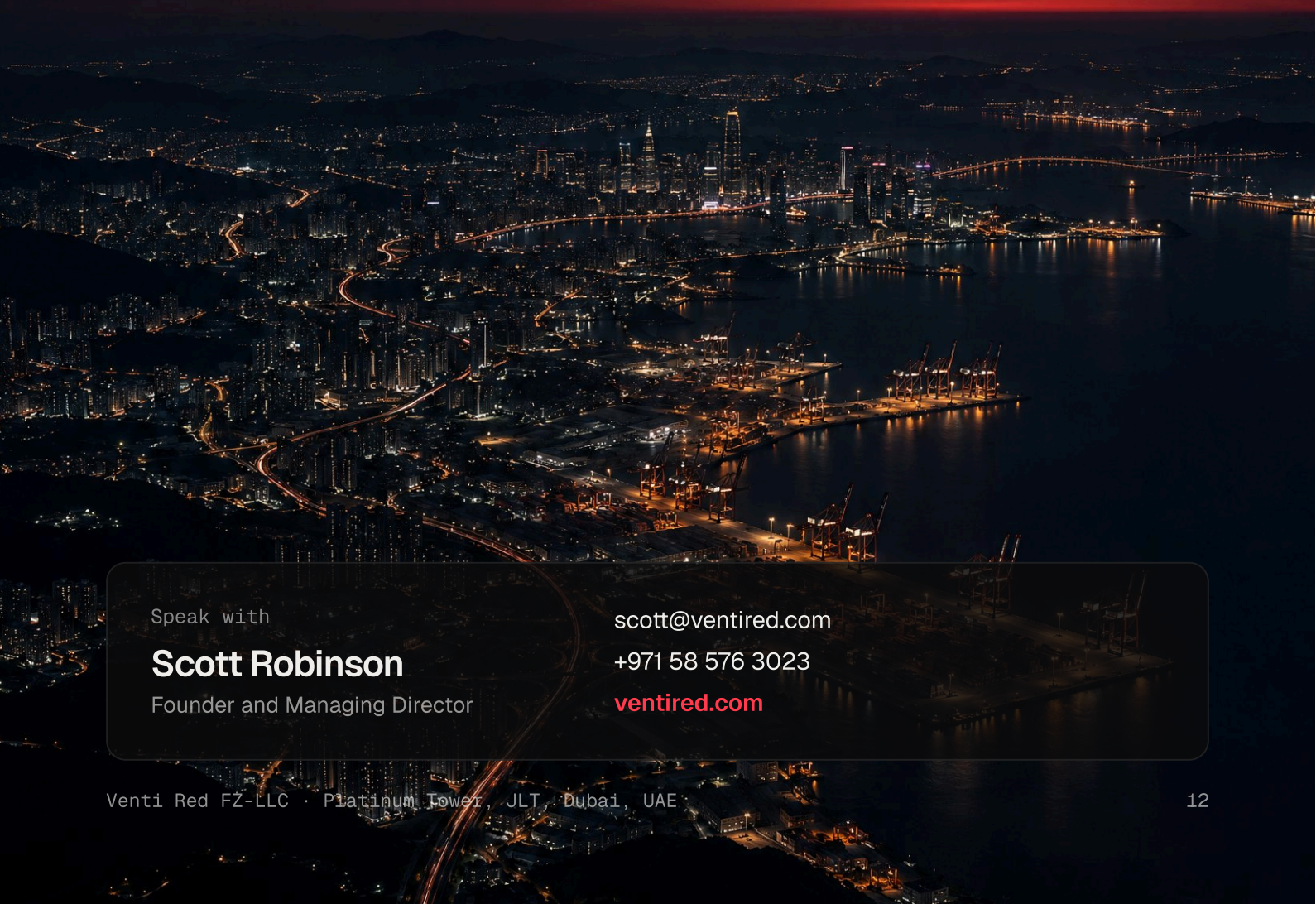
The channel was rebuilt, the EPCs were worked directly, and the ceiling came off.

VentiRed

Start with Qualification.

45 minutes, direct with Scott. A clear answer on your market before you commit serious budget. A $250 refundable deposit, credited if you go ahead.

cal.com/scott-robinson-hn8vga/qualification



Speak with

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