

Construction Projects Sales Leads

Introduction

This Information Sheet looks at sourcing sales leads, generating enquiries and gathering market intelligence.

Whether a large or small organisation, a contractor or supplier, it is important to find an effective way of sourcing sales leads and generating enquiries and keeping them flowing through the sales pipeline, in order to provide intelligence for targeting particular construction markets and/or projects.

Lead generation and management of the process does not have to be sophisticated, but must be smart and appropriate to an organisation's budget, abilities and business plan to achieve the maximum return on investment.

Generation of sales leads is about quality not quantity. Ideal leads should be defined and a leads generation and management plan constructed to suit the aptitude and capacity of the organisation to exploit the leads to the full.

Good sales leads, if managed properly, can be a valuable tool in any sales tool kit and will:

- Create valuable prospects
- Help identify, prioritise and target best prospects
- Avoid lulls in sales efforts
- Improve performance and win rate
- Increase customer base
- Generate Income
- Accelerate growth

Generating construction projects sales leads and gaining intelligence

Sales leads can be generated from multiple free or subscription charging sources, one or more of which may be appropriate to your organisation:

Searching the internet

- Specific website addresses
- Construction project sales leads subscription services
- Construction industry publications, magazines and journals
- Contractors – join / sign up to a suppliers preferred contractor scheme
- Regular networking and dialogue with suppliers and customers
- Existing and prospective customers websites
- Competitors websites and brochures
- Attending industry sector events and seminars
- Exhibitions – exhibiting or visiting
- Entering construction sector award schemes / competitions
- National newspapers – particularly business, finance and employment sections and editions
- Local newspapers
- Joining and being involved with an appropriate construction trade association

Searching the internet

The major search engines such as Google, Yahoo and MSN are a valuable source of information and market intelligence. Whilst an excellent tool, searching the internet can be extremely time consuming and often frustrating, so plan ahead.

1. Define your search criteria and objectives (do not deviate)
2. Set a strict time limit in which to carry out the work.
3. Work SMART and do the searches in manageable 'bite size' time periods.

Specific website addresses that provide construction based intelligence

The websites below are free to access, use and search and will provide you with general information about projects, company profiles and services they offer, the sectors they specialise in and contact details as well as market trends and information. They will provide good basic information for compiling a simple company and / or project tracking based database.

Unlike a fee charging intelligence service with automatic real time updates, you must do all the work yourself. With experience, these websites can be a valuable tool towards generating business opportunities whether used exclusively or alongside other intelligence gathering methods.

- www.skyscrapernews.com
- www.ribafind.org
- www.riba.org
- www.rics.org
- www.bco.org.uk
- www.naea.co.uk
- www.london2012.com
- www.timesonline.co.uk
- www.buildingtalk.com

Construction project sales leads subscription and fee charging services

The following organisations are fee charging consultative procedure and construction prospect research organisations that provide standard and tailored construction project information and leads. These organisations centre all their information on projects not companies or people.

Most offer search facilities, by projects, companies and construction sectors by area and project value.

The UK's two market leaders providing construction projects sales leads are Glenigan and Barbour ABI. Both provide national project information and many project lead services, from early warnings of planning on new projects to projects awarded, all of which can be regularly, manually or automatically downloaded on-line to update your project tracking management systems.

They both offer on and off-line services in either standard or semi-tailored packages to suit an organisation's needs, size and budget. Both offer free trials of their services.

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| Builders Conference www.buildersconference.co.uk tel: 01256 880588 | Barbour ABI - www.barbour-abi.com email: info@barbour-abi.com tel: 0151 353 3600 |
| Further fee paying services are provided by: | |
| EGi Commercial Property Intelligence - www.egi.co.uk tel: 0845 0778811 | Construction Leads - www.constructionleads.co.uk tel: 01242 577277 |
| Glenigan - www.glenigan.com email: info@glenigan.com tel: 01202 432121 | |

Fee charging consultative procedure and construction prospect research organisations

The main difference between this type of organisation and the above fee charging organisations is the level of personal service and function they can provide. These organisations can provide a full customised and specific market sector / customer profiled based package as well as introduction, implementation, full training and continuous support of their service.

MdC Global Ltd

<http://www.mdc-direct.com>
 email: Info@mdc-direct.com
 Tel: 0161 477 0111

Construction industry publications, magazines and journals

There are various subscription construction publications which include project articles, project lead pages and employment vacancies – all of which can generate leads and provide market intelligence. These include:

- Architects Journal
- Building for Leisure
- Building Magazine
- Building Scotland
- Construction Ireland
- Construction News
- Contract Journal
- Estates Gazette
- RIBA Journal
- UK Construction

National newspapers

Regularly read the business, finance, construction and employment sections of the national press as they can provide valuable intelligence and insight into the market, company expansion and relocation plans plus details of acquisitions and the commercial property market.

Local newspapers

Can provide information about a local company's expansion program and or a move to a different location for you to follow up.

Join a supplier's preferred contractor scheme

Does your supplier(s) have a preferred contractor scheme? If so, join it as this will generate leads and bring work from their product users. Most suppliers, operating these schemes often provide additional training, special networking opportunities, services and discounts as a reward for loyalty.

Many clients, specifiers and main contractors prefer to use installers that are members of trade associations and suppliers preferred contractor schemes as they perceive the contractor to have additional status and will install the suppliers systems / products correctly.

Regular networking and dialogue with suppliers and customers

It is important to build and maintain good relationships with your suppliers and customers by keeping in regular contact with them.

Your supplier's representatives are a valuable source of information and route to income as they are often tracking projects and dealing with the clients professional teams. Because they are frequently requested to recommend/put forward companies that can supply and install their products, mutual rapport is vital. Contact them and arrange a meeting to discuss your plans and theirs. Devise a way of working together and set some joint goals to achieve this. Even if they turn up unexpectedly, always try to see them. If you do they will come to regard you as a partner and probably approach you first with an enquiry.

Your existing customers need similar contact on a regular basis and not just when they might have a project. As they have already used your services or products they are familiar with your company and what it can do, but unless you keep in touch with them your company will take second position to one that does. Take time to set up a pro-active plan to contact or meet them on a regular basis.

Find out if they have any social and/or events planned and ask if you can attend them or provide support by sponsoring one. These events will provide excellent networking opportunities for your sales team, enhance your profile and maintain your position.

Existing and prospective customer's websites

Another useful source of information as websites often show project news information, and client lists, as well as contact details. The information from these sites can often provide you with a valuable insight into the company and help you tailor your approach to gain details of projects and enquiries for work. When contacting them you should refer to their website as companies like to know you have taken the trouble to look at their website.

Competitor website and brochures

Look at you competitor's websites and brochures, particularly if they are successful. They frequently show their clients and project successes. Use this information to build your prospect sales list.

Attend your industry sector events and seminars

Make sure you attend your industry events. Whether organised by your customers, suppliers, trade organisations, CITB, HMRC or the Health and Safety Executive. These are good opportunities to meet your peers, customers and possible prospects. Make sure you find out what's happening in your area. You may just meet a new customer and obtain some vital market intelligence to help your business.

The main benefit of these events will be face to face contact and remember that most attendees are there for the same reason as you, to learn, meet others and develop business relationships.

Exhibitions

Consider exhibiting at or visiting a national or local trade show or exhibition relevant to your business. They can provide good opportunities for networking with existing and prospective suppliers and customers as well as being able to demonstrate what your company does. Look at construction exhibition websites and get exhibitors names. These are a good source of information and prospects.

Entering construction sector award schemes / competitions

An excellent opportunity to promote your company and generate leads and prospect is to enter construction award schemes and/or competitions. This is a sure fire way to get your company known even if you do not win or get placed. You can attend the award event and use the occasion to

network. If you do win, you will receive the recognition you deserve and can use this in marketing your company, particularly to secure quoted work, as well as attract new customers, generate sales leads and obtain enquiries.

Enter the FIS Contractors Awards – www.thefis.org

A **must have** award for the finishes and interiors sector, the FIS Contractors Awards are held annually to encourage and promote high levels of craftsmanship and design. The awards are only open to FIS contractor members. Results are announced at the FIS Awards Lunch held in London, which is attended by members and VIP guests associated with the finishes and interiors sector.

Other construction award competitions to enter can be accessed on line at:

www.bciawards.org.uk
www.qicawards.com

Trade Associations

Reputable trade associations like FIS provide a good source of information about various sectors of the construction market and will provide you with sector targeted sales prospects and links to other trade associations and or services. Many trade associations produce publications (FIS publishes FIS Focus and SpecFinish) that go out to key contractors, architects and specifying clients. Make sure you take advantage of the free editorial opportunities offered to members as this can lead a potential client to your doorstep. Searches for trade associations can be made on the web, but some examples are below.

www.thefis.org
www.shopfitters.org
www.builders.org.uk
www.constructionproducts.org.uk
www.archinet.co.uk
www.nsc.org.uk