

Construction Industries - General Contractors, Plumbers, Painters, Electric/Heating & AC

Overview

The construction industry covers a wide range of types of business. We've lumped them together as all generally have the same business development approach.

General contractors will lead and coordinate construction projects from start to finish, many times handling the sub-contracting of parts of the project to the specialists in construction. General contractors could tackle projects in residential (building a house), commercial, civil (government related) or industrial. Commercially, they'll be involved in building manufacturing facilities, office buildings, shopping centers, hospitals, nursing homes, schools, churches, warehouses and restaurants for corporate clients.

Sub-contractors could include plumbers, framers, landscapers, paving, roofers, A/C servicing and installation and others; essentially, any company involved in building a project. They can handle both individual and commercial accounts. The big money is in the corporate side. Subs will do business with general contractors, architects, construction companies and directly with clients, especially larger companies who may be looking for repair or renovation work.

All parties will have salespeople or what they may term 'business development' staff. These employees handle bidding on projects, staying in touch with referral sources and cold-calling.

Why they buy tickets

General contractors will get referrals from architects, designers and past clients. These are people they must maintain good relationships with. In busy times and a good economy, general contractors also might use tickets to entertain sub-contractors to make sure the subs pick their job over other opportunities.

Sub-contractors will use tickets to entertain existing clients to maintain strong relationships for future business. They also will invite general contractors, architects and other referral sources.

Follow the sales presentation. Each salesperson needs one game a month for prospective new clients and one game for referral sources or existing clients.

Decision Makers – Who to call on...

In both cases with general contractors and the various sub-contractors, focus on the top executive. Typically it's the owner/president. Many of these companies are family owned so be aware of second generation decision makers as well.