



## **SALT Business Growth Specialist Training**



## **Selling into Construction® Training Workshop**



**“Give a business a qualified lead it and might hit its target for a day, provide it with the ability to source its own qualified leads and you enable its growth.”**

Most companies are reactive, this is especially true in sectors where winning new business relies on a bigger competitor providing them with ‘opportunities’ through a flawed tendering process.

The ability to generate your own live leads and permanently remove this dependence is what **Selling into Construction** delivers.

We train your team how to find and convert opportunities to sell your products and services into live construction projects and develop a constant stream of new targeted and qualified leads.

**Selling into Construction** is a tried and tested, high-performance lead generation methodology, utilising market-leading tools that we deliver as a full day training course.

## A unique lead generation methodology with proven results!

The Cambridge English dictionary defines business tendering as:

***“The process of choosing the best or cheapest company to supply goods or do a job by asking several companies to make offers for supplying the goods or doing the work”.***

The problem is that the cheap does too well in today’s tender market. New business is ‘won’ by tightening margins and delivering a minimum standard cheaper than the competition.

It no longer values ‘the best’ qualifiers like quality of product, service, expertise, experience or professionalism.

Many companies find themselves waiting on new invitations to tender, with the inevitable effect of further reductions in profit margins and the downward trend of long-term revenue.

Waiting for an invitation to pitch is fine if your company has direct control over where those opportunities will be placed as you can plan for your future - but what do you do if you’re not?

- *You might be waiting for a commissioned contractor to invite you to provide the lowest price to supply your product or service – with no guarantee that your price will secure you the work.*
- *You might be leveraging your existing relationships within those commissioned contractors for any conceivable advantage – but so are all your competitors.*
- *You might be completing dozens of pre-qualification or specification questionnaires with little or no feedback and very few positive results – and not feel like there is any value in continuing to do so.*

You are reacting without any guarantee of success, and you are not alone.

Many forward-thinking businesses are now looking for a more effective way to sell to specifiers and main contractors and take positive control of their business’ future income.

There are thousands of live construction projects out there and hundreds that your company could contribute to, but you won’t find them by waiting on someone else.

**Selling into Construction** gives you the skills to identify, pitch, and win that business without waiting to be asked.



**Selling into Construction** was born as a concept in 2005 when one of our founders was hired to help a struggling multinational engineering company in London.

Continually refined for more than a decade, **Selling into Construction** now provides a best practices methodology that gives you total control over your lead generation and sales pipeline together with a genuine long term competitive edge.

SALT has successfully delivered this training since 2012, providing our clients with new and innovative ways to approach opportunities, win more contracts, increase revenues and grow their businesses.

The workshop started as successful in-house training so we run **Selling into Construction** at your premises, ensuring your staff benefit from an immediate connect between new knowledge and their work environment.

**Selling into Construction** is not a theoretical classroom course. The training, intelligence resources and prospecting calls are all live and are guaranteed to deliver live results.

## What skills do we cover?

- Successful sales techniques.
- Developing a winning attitude.
- Utilising market intelligence and technology to create and qualify your own leads.
- How to identify viable projects earlier than your competition.
- How to make your firm stand out as the right choice.
- How to choose your customers, rather than hope that they'll choose you.
- Developing closer relationships with specifiers and early-stage decision-makers.
- How to overcome price objections and win business without having to slash prices.
- Building long-term, short-term and strategic contacts to increase your number of potential projects.
- How to get to the front of the queue for supplying goods and services.
- How to bypass the tender process and be specified.

**...and how to combine all of these to fill your pipeline and get ahead of your competition.**

Book your **Selling into Construction** consultation by calling: **020 3287 2240**

## Selling into Construction itinerary:

**Initial Consultation:** Course content is individually tailored to your business, a process which begins at an initial factfinding consultation two weeks before we deliver the training in two sessions on one day.

**Morning Session:** A classroom session sharing our methodology, techniques, and how to use the available tools and technology effectively.

**Afternoon Session:** We demonstrate our methodology on a new live project for your business to your staff. Your staff demonstrate their understanding of our methodology on another new live project. Successful staff then guide colleagues through the same steps to ensure their fluency.

SALT's proven formula ensures we can offer **Selling into Construction** with this money-back guarantee\*:

***"Your staff will have created new live sales leads for your business or we will refund our fee."***

\*Please see our Terms and Conditions for full details.



Helping businesses to grow profitably and sustainably by delivering:

**Business Solutions**  
**Commercial Abilities**  
**Organisational Leadership**  
**Essential Training**

Call us today to discuss your business goals and challenges.

Take the first step towards higher performance and improved results.

**SALT Business Growth Consultancy**

**Tel: 020 3287 2240**



[www.salt-businessgrowth.co.uk](http://www.salt-businessgrowth.co.uk)



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