

CONSTRUCTUR

World-class prospecting & lead generation for companies who work with the built environment

Outsourced Sales Development

Our Outsourced Sales Development service is a turnkey, bolt-on service to your existing sales team. We bring our database, technology & people to turbocharge your customer prospecting. From generating leads to nurturing and negotiations, we will do the hard work and get you in front of the decision makers that are interested in your business.



IDENTIFY TARGET

01

We take the time to learn about your ideal target industries and accounts. We have a data team whose primary focus is to use our world class database to research and identify target accounts and industries that would be interested in what your company has to offer.



CONTACT DECISION MAKERS

02

We have a copywriting team that creates custom messaging that is designed around your specific company and your targets. We use our tested and proven methods alongside your brand and values.



QUALIFY NEEDS & OPPORTUNITIES

03

We identify the Decision Makers based on the personas that are the best contacts for your company. We contact those Decision Makers with multiple touches on a consistent basis to ensure that they are familiar with your company and capabilities.



FOLLOW UP

04

Our team filters out all of the email responses and initiates workflows according to what should happen next. Positive replies are sent to you to take a next step, negative replies are removed from the process, referrals and other requests are processed with the appropriate workflows.



HAND OFF

05

With those contacts who say that now is not the time or just don't respond, we place them into Follow Up workflows that reach back out to them on at least a quarterly basis. Once they are in a position to need your product or service, you are at the top of mind and they know who to look to for help.

What is THE BUILT ENVIRONMENT?

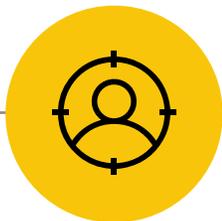
Constructor not only helps company's with hyper-niche, targeted growth, we act as a resource that connects you with the built environment at the highest levels. From the capital-to-brokers, GC's-to-suppliers and everything in between, Constructor's built environment can connect you across the construction world with the kinds of companies you want to be working with.

- ✓ Capital Groups
- ✓ Developers
- ✓ Lending Institutions
- ✓ Reality Brokeages
- ✓ Contractors/Subs
- ✓ Material Suppliers
- ✓ Transportation Services
- ✓ Oil & Gas
- ✓ SaaS Providers
- ✓ Service Contractors
- ✓ Maintenance/Management Companies

Peek Behind the Curtain



Listen to the call recordings with Constructor Business Developers in action



YOUR IDEAL CUSTOMER

Each customer has a unique type of prospect that they sell to, usually very niche. We're able to qualify based on surprisingly specific criteria. Industry sectors, company size, certifications required, production quantities, project / application type, part size, supplier pain and more. Some examples: Industrial facilities over 25,000 sqft requier nitrate cold storage refrigeration. Nothing is too niche!



YOUR BRAND

We mimic your email domain, signature, messaging & web links and utilize your other sales materials in our process. We work hard to not only appear to be a part of your brand but to actually act in sync with your team just like we were on staff. It's like bolting on a turbo-charged prospecting team to your business without having to figure out the data, training, hiring, technology, process & management.

Let us find customers for you



Working with Constructor has been a huge success for us. In the first two weeks of our partnership with Constructor, they brought us a lead that turned into a 300,000 sqft order! As a flooring supplier it is often difficult to get in front of the decision maker. Constructor has made that aspect of our marketing strategy a breeze. I can confidently say that we have received qualified leads almost every single day since we started our marketing plan with Constructor. Tim, our account manager has been great from day one. He responds to emails quickly and is always on top of our account. Whether that be tweaking some of the marketing materials or revising target groups, Tim is always punctual and available.

Constructor has delivered on every promise that they sold us on and I couldn't be happier with the quality leads that they bring to the table. Initially we were planning on hiring a salesperson whose sole objective would be to find quality leads the way Constructor does so. Using Constructor is like hiring 3 salespeople for half the salary of one employee.

Ron Dardashti

Managing Partner, Ultimate Floors

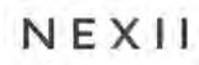
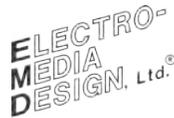


"Buckle your seat belt and get ready for immediate results! The Constructor sales team listens to your company goals and puts a plan into action to connect you with the clients who need your services. We were amazed at the number of opportunities we had been missing out on before Constructor came on board!"

Blake Heard

Project Manager @ WSJ Enterprises

Our Clients



FAQ

Do you get compensated by commission?

We don't take commissions, or charge 'per-lead.' Our fees are a flat monthly wage, similar to hiring a 1099 employee, but getting the performance of an entire team.

Does email really work for contacting prospects?

Nobody likes being cold-called (even if they need what you're offering). Email (written correctly), allow you several benefits:

- Reach 10X the daily targets
- Allow the prospect a chance to do their due diligence on your company
- Schedule a call time to have their full attention
- Only engage with those who've expressed interest (improving confidence, morale and momentum!)

Who is Constructur Prospecting NOT a good fit for?

- Companies who are not looking to grow
- Companies wanting to buy data for target prospects
- Companies looking for market exposure for new products

Who is Constructur best suited to help?

- Companies who know they want to grow but don't have the resources
- Companies who have tried "without success" hiring a in house salesperson, BD or SDR
- Companies needing to diversify and scale the business
- Companies that lack the people, bandwidth and processes in place to diligently manage their CRM program for continuous touch-points with your markets.

Next Steps



Connect with our sales team



Complete the agreement and billing info



We have a two-hour video call to learn about your ideal customer, your business and our process



We hit the ground running & generate traction early!

Let's get started



Bert McJunkin

Sales Specialist @ Constructur

555 5555 555

bert@constructur.com

constructur.com

[Schedule a meeting](#)

