

CONSTRUCTUR

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

Strategic Prospecting

Turbo-charge your prospecting without having to figure out the new market segments, massive databases or deal with unproductive responses. We work hard to provide access to decision makers in the construction ecosystem and sync with your sales team with streamlined communication.



RESEARCH TARGET ACCOUNTS

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.



CREATE CUSTOM MESSAGING

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.



CONTACT DECISION MAKERS

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.



FILTER RESULTS

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.



FOLLOW UP

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.



HAND OFF

06

We pass leads off to your team for you to close and serve.

What is **THE BUILT ENVIRONMENT**?

Constructur 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, Constructur'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 Brokerages
- ✓ Contractors/Subs
- ✓ Material Suppliers
- ✓ Transportation Services
- ✓ Oil & Gas
- ✓ SaaS Providers
- ✓ Service Contractors
- ✓ Maintenance/Management Companies



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.



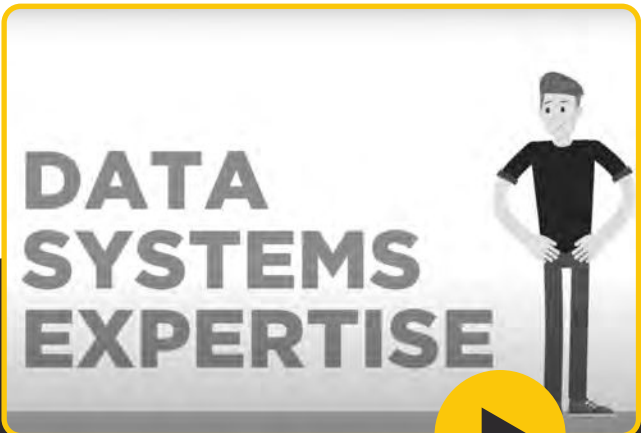
YOUR BRAND

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.

Who is Constructur?



Watch this video



Watch this video



Let us open new doors for your salespeople



"Working with Constructur over the last 3 months we had over 44 clients asking about Stone Roofing and our services. Over 61 warm pipeline opportunities that we have either walked the job or completed a prequalification that will provide us the opportunity to provide a bid in the near future.."

Anna Cotter
Director of Business Development



"It was a leap of faith, having someone represent us. Letting an outsider peek behind our curtains was unusual, but it's been absolutely worth it. It gets us opportunities we wouldn't have known how to find, but also navigating big potential clients."

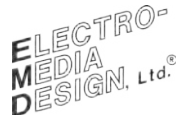
Sam Griffith
President and Owner



"One week after our campaign went live I had 2 solid leads sent to me. One of them being an industry leader in my field that requested to meet with me immediately."

Will Gibson
President

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), allows 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



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Schedule a meeting

