

Building Enterprises

Lead qualification service increases efficiency

Many business owners, chief executive officers and sales managers have been disappointed with their sales staffs' efforts to turn leads from trade shows, advertising and other marketing functions into sales revenue.

Inevitably, sales staffs will not maximize the value represented by those leads because they will not spend the quality time necessary to turn the prospect into a client, or the prospecting methods the staffs use are ineffective.

A sales partnership with Building Enterprises is the solution to this problem.

"Salespeople are more effective when their time is not wasted on qualifying leads."

—Nancy Chesney, Building Enterprises client services manager

"We will follow up on a variety of leads, including business cards collected at trade shows and reader service cards from magazines," Nancy Chesney, client services manager, said.

At Building Enterprises, a trained sales team is dedicated to a customer's leads. The team will gather the key information on each prospective company and rank the list in priority order.

The employees that serve in the teams are trained in the best techniques for information gathering via the telephone.

Building Enterprises' teams also follow a time-tested process for qualifying leads. Through 18 years of experience collecting key prospect information via customer, vendor and employee surveys, Building Enterprises' employees are the lead qualification experts.

"The benefit of having Building Enterprises involved with this step of the process is that we qualify the leads before we even send out literature. In addition, we are able to spend the time to discover what kind of information the prospect needs. This saves the time, money and effort involved with mailouts," Chesney said. "We follow up to confirm that the information was received and to determine if there is an actual project where the clients' services are needed or if the prospect is just gathering information for the future."

The many advantages of outsourcing lead qualification programs to Building Enterprises include:

—Higher quality. Building Enterprises will follow a proven process instead of relying on the inconsistent habits of most salespeople.

—Improved efficiency. A sales staff will see more qualified prospects with Building Enterprises qualifying their leads

than if they have to spend their time doing it themselves.

—Cost savings. Highly paid salespeople spend their salary time in front of qualified leads instead of prospecting on the telephone.

—Improved cycle time. The time from initial contact to closing will be faster with Building Enterprises' trained staff dedicated to prospecting, instead of relying on salespeople who are responsible for multiple tasks.

—Quality market data. Building Enterprises' team will compile information on every lead that is critical to a company's sales and marketing program.

A crucial step in the process of setting up an effective sales partnership is Building Enterprises' strategic planning session. Together with the client, Building Enterprises will establish a series of qualification questions. These will be the foundation of the script used to determine if each lead is a potential fit with a customer's products and services.

Then, Building Enterprises will gather key information to categorize potential prospects by their levels of interest and other predetermined criteria. Next Building Enterprises will begin to entice the prospect with the client's products or services, and move further down the sales cycle toward closing.

Building Enterprises' business is finding the best leads for its clients, and maximizing the value received for their marketing dollars.

Building Enterprises currently performs these services for companies including BJ Process & Pipe and Cooper Cameron.

"Salespeople are more effective when their time is not wasted on qualifying leads. They can focus their attention on the most promising prospects while still maintaining the maximum exposure for pending long-term work," Chesney said.

Since 1982, Houston-based Building Enterprises has been leading the way in relationship marketing, focusing on team selling and relationship building — performing the legwork necessary to get a client's sales staff off the phone and in front of the client.

Through its customized services, Building Enterprises can have a significant impact on a company's sales efforts. From cold calling a list of prospects to maintaining contact with potential customers, Building Enterprises provides support throughout the entire selling system.

For more information, please call Patti Meyer at (281) 358-4400. □

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BUILDING ENTERPRISES, INC

an integral part of the successful sales team

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