

Building Enterprises Inc.

Company focuses on team selling, relationship building

A great amount of time and money is spent by companies hoping to improve their sales staff's techniques. Thousands of dollars and hours are wasted on ineffective prospecting, cold calling and follow-up. How much of this effort could be placed back into actually closing a sale with a qualified buyer?

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. While it doesn't eliminate the need for a sales force, Building Enterprises — with its experienced team — can save a company time, while helping to significantly increase revenues.

The impact that Building Enterprises can have on a company's sales efforts goes beyond promises. One long-term client has seen a new product line grow to a \$14 million industry in eight years. Another client in operation for just one year gained \$400,000 worth of business from a \$40,000 investment in Building Enterprises' services.

Through its customized sales services, Building Enterprises supports direct sales forces, distributor networks and manufacturer representative companies, as well as many

other types of marketing strategies.

Building Enterprises' sales enhancement team can assist with:

- Lead generation and prospecting.
- Appointment setting.
- Potential customer qualifications.
- New product introduction.
- New market generation.
- Sales training.
- Customer surveys.
- Database management and sales automation.

"A sale includes creating awareness for your company, educating potential customers about your products and services, contacting the potential customer until they buy, and maintaining contact with them for repeat business," Buddy Rhodes, chief executive officer of Building Enterprises, said.

Beginning with a "set-up" meeting, Building Enterprises' team works with the client to identify target markets and decision makers. The team also identifies critical marketing information to be presented to prospects and the necessary marketing data to be gathered in order to move the sales process forward.

The next phase of the relationship is the result of a "kick-off" meeting, where members of the Building Enterprises staff learn the

features and benefits of the client's products. Building Enterprises' employees see themselves as members of their client's selling team, becoming proficient in "talking the talk" of their client firms.

"I was initially concerned about outsourcing part of our sales process. Now, I can honestly say that I never had any problem with prospects thinking that my account representatives at Building Enterprises were anything but representatives of Gilbane," Matt Daniel, Gilbane Building Co., said.

Building Enterprises helps develop a list of companies that would be interested in the client's products and services. These targets are then contacted to generate potential leads.

Next, potential customers are educated about a client's offerings with literature and any additional information. Potential customers are qualified with interviews, making sure their needs comply with the client's products and services.

"Our sales force became more effective by spending less time prospecting and more time in front of qualified opportunities. Building Enterprises has been a successful part of our selling team for the past 10 years," Mark Keys, BJ Services, said.

An initial appointment is set, where the

client is immediately supplied with all the information about the potential customers and their needs.

After the first appointment, the potential customer is contacted on a continual basis.

"Our selling concept demonstrates how to 'go slow to go fast.' Statistics show it takes an average of nine contacts before a sale is made. However, most sales people give up after three contacts," Rhodes said. "Success in sales isn't about luck, it's about persistence."

In fact, traditional sales techniques stress closing at every opportunity. Building Enterprises focuses on nurturing customer relationships until they are ready to buy — closing at the right opportunity.

Maintenance telephone calls are then made after the initial sale to help encourage a lasting business relationship between the client and its customer, establishing repeat business.

"Our team of employees specializes in strong communications skills plus a broad-based sales and marketing background. When they get on the phone, they build a relationship with the prospect designed to enhance opportunities for the client's sales force," Rhodes said.

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

YOU CLOSE THE DEAL

BUILDING ENTERPRISES, INC.

"We enhance sales activities by allowing the sales staff to get off the phone and in front of the customer."

"We work as a member of the team, making it possible for sales professionals to double or triple their effectiveness"

Lead Generation
Appointment Setting
Sales force assessment
Relationship sales training
Sales management training
Strategic sales planning
Surveys

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BUILDING ENTERPRISES SALES ENHANCEMENT

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