



Does your sales system give you the inside track?

BUILDING ENTERPRISES, INC

You Will

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Contact Patti Meyer
281-358-4400

www.buildingenterprises.com

**1525 Lakeville
Kingwood, TX 77339**



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BUSINESS UPDATE

Building Enterprises

Rhodes presents Salesperson's Toolkit

"Does your sales system give you the inside track?" This was one of the questions asked by Building Enterprises Chief Executive Officer Buddy Rhodes at Henley Healthcare Partners' annual sales meeting held recently in Las Vegas. Henley, a worldwide leader in pain management, has been using Building Enterprises' services since April 1999.

Building Enterprises is a leader 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. From cold calling a list of prospects to maintaining contact with potential customers, Building Enterprises provides support throughout the entire selling system.

To date, Building Enterprises' staff has contacted approximately 1,000 key decision makers on Henley's behalf, 50 of which have already been turned into sales opportunities.

and marketing. At some point, they have to justify the amount they have spent on their efforts. It is imperative that companies question how much they have to sell to justify spending on sales efforts," Rhodes said.

According to Rhodes, sales tracking is also essential in order to understand what it takes to forecast sales effectively. Budgeting time and money for sales efforts according to a customer's buying cycle reduces the chances of a missed opportunity.

Rhodes shared his company's sales tracking sheet. Each employee at Building Enterprises is required to complete this sheet daily, logging phone calls, contacts, mailouts, appointments set, appointments kept, closing calls and final sales.

"If you don't know what it takes to make a sale, you can't forecast and budget for those efforts," Rhodes said. "The use of a tracking sheet helps grow your business the right way."

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As a result of the success of the partnership between the two companies, Rhodes was invited to share his insight on effective sales programs with Henley's sales staff. Rhodes presented the "Salesperson's Toolkit: a Relationship Selling System" designed to enhance sales results with proven methods. The presentation covered topics including effective prospecting, educating potential clients, gathering statistics, tracking and sales management.

Assuming his audience knew the basics, Rhodes chose to spend time sharing a few of the secrets his company has learned. He began by presenting the funnel, an instrumental tool in recognizing just how much effort is put into making a sale.

"To make one sale for Building Enterprises, it takes an average of 2,700 initial prospects, 250 conversations with decision makers, 50 requests for literature, 15 personal visits and three closing calls. With this much work, there has to be a system in place. There's no luck in sales — it's a process, not a myth," Rhodes said.

One of the most effective elements of Rhodes' presentation was the discussion of cost justification, where he presented a model developed by Building Enterprises to help determine profits gained from sales efforts.

"Companies spend a fortune on sales

Some sales cycles can take a year or more. The key is to maintain contact with prospects until they are ready to close the sale. Rhodes pointed out that one company's customer is another company's prospect.

"In order to get a decision maker interested, the timing has to be right. Our motto is go slow to go fast," Rhodes said. "The average sale takes nine contacts, but the average sales person gives up after three attempts. If you're the third person to come along, you're there when the sale is ready to happen. Depending on those odds is not the way to success. Good sales people are there from the beginning to the end."

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



THE BIC ALLIANCE
P.O. Box 40166
BATON ROUGE, LA
70835-0166

(225) 751-9996
(800) 460-4242

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