Conversion•omics™

Beyond the Bid:
How to Grow your Builder Business!

Builders are looking for true industry partners when choosing their product suppliers.

Stand Out in a Competitive Marketplace

When working with industry professionals like builders, designers, and architects, be sure to understand their business first. Then you can demonstrate value, develop trust, personalize customer experience, showcase quality, and lead the process with confidence and based on their specific needs. Competing on price alone is a race to the bottom. Be unique. Make it easy. Be a true value-add business partner.

Why Focus on Builder Business?

- Build your network
- Consistent customer source
- Value beyond product
- Gain market insight
- Ensure product placement and visibility

Builder Business Owner/Leader Needs

- Make > money
- Save time/money
- Increase sales
- Improve customer experience
- Reduce risk

5 Keys to Builder Business

- Focus on value, not just cost
- Be ridiculously responsive
- Be proactive and persistent
- Intentional, professional, consistent communication
- Deliver more than products, provide solutions

How to Get Started

- Research builder, competition, market conditions
- Become a product expert and build credibility
- Make contact multiple ways if needed
- Showcase value
- Be a true business partner
- Lead a convenient/efficient on boarding process

Sales Success =

Be EASY to find, EASY to work with, and QUICK to respond.

Build Client Interview Strategies

- What's working, what's not?
- What does your future business look like?
- What are your future needs with us?
- What can we provide as far as new solutions?
- How can we help your sales team? Project managers? Equipment operators? Installers?
- What new challenges are you facing?
- What additional tools, resources, or support can we provide?

The pace of sales has never been FASTER.

- Speed to lead is critical in construction sales.
- Responding first = 45% more likely to get sale.
- 66% of business owners said the ease of getting in contact is influential.

Ultimate Industry Partner Needs

- Respect my time.
- Know my business.
- Always bring solutions.

Why Do Builders Change Suppliers?

- Poor product quality
- Delivery issues
- Non-responsive reps
- Lack of competitive pricing
- Issues with customer support
- Lack of warranty/product assurance
- Negative customer feedback
- Challenges with ordering system

In 2026, 89% of construction supply companies compete primarily on customer experience.

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