

2017

SALES SOLUTIONS DESIGNED TO HELP BUSINESSES ACHIEVE
SALES SUCCESS WITHIN THE CONSTRUCTION MARKET



CONSTRUCTION SALES & MARKETING

**FOR BUSINESSES
SELLING INTO THE
CONSTRUCTION MARKET**

BCI NEW ZEALAND

YOUR BUSINESS IS OUR BUSINESS

With nearly 20 years industry experience, BCI is perfectly placed to be an extension of any business selling into the construction industry. Our history within this market means we are able to leverage the broader resources of our business to assist organisations to achieve sustained organic growth and increased brand awareness within the construction, architectural and engineering sectors. Our knowledge of the industry teamed with our experienced sales executives and our database of construction projects and contacts means we are uniquely positioned to assess, advise and assist your business on how to best get your product or service in front of key decision makers.

Getting your business in front of decision makers is our business. From startups that lack time and resources to established businesses that want to focus their sales resources on converting rather than prospecting, BCI is the ideal choice to outsource your business-to-business appointment setting. Our seasoned sales executives will showcase your brand, business and product to the right people, at the right time with the right sales pitch and secure high quality meetings for your sales team.

**OUR
PEOPLE**

EQUALS

**YOUR
SALES**



OUR SERVICES

YOUR REPRESENTATIVE

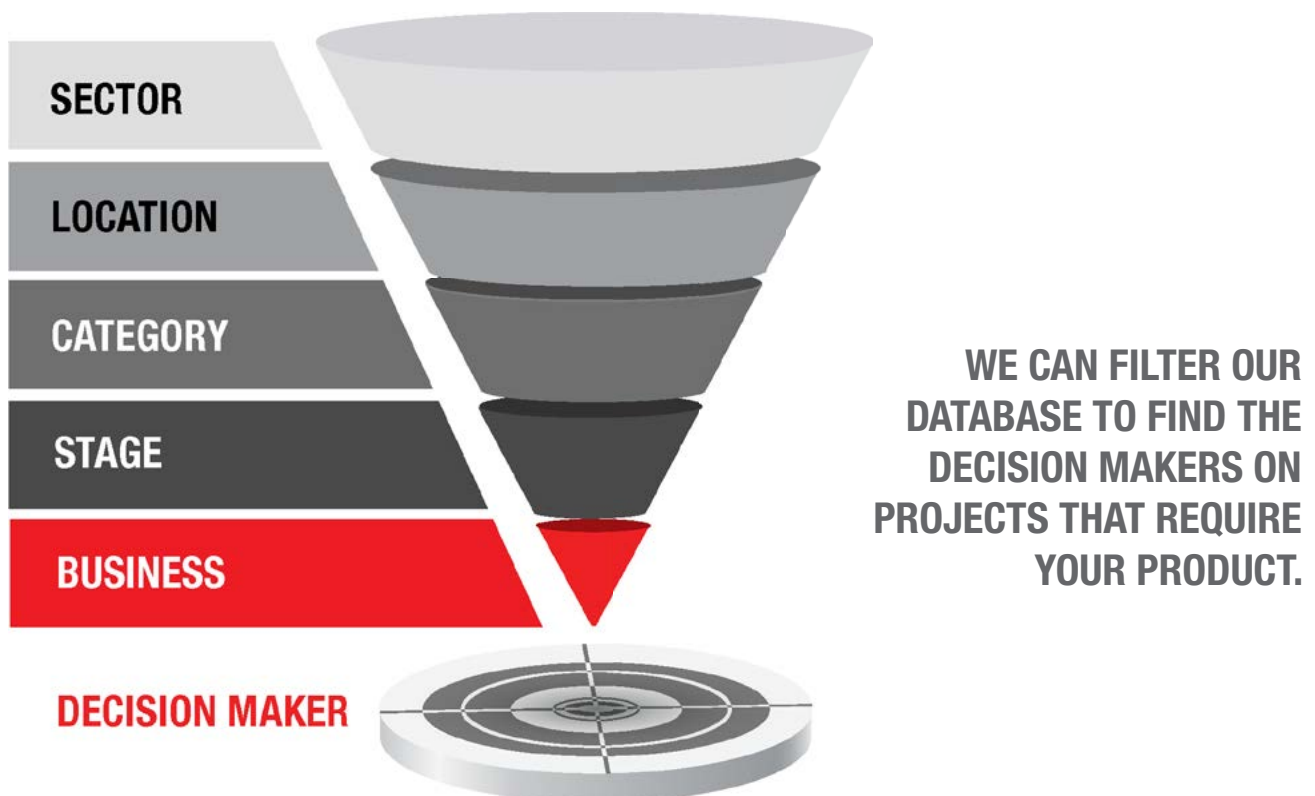
B2B APPOINTMENT SETTING

Prospecting, qualifying leads, following up and setting the first meeting with prospects are essential components of every sales process. However, for many businesses that have limited resources, this time and labour intensive process is one that is often overlooked or completely missed. As a result, without the resources to fully invest in actively pursuing and selling to prospects, the ability to expand your business can be severely restricted.

The B2B Appointment Setting Service at BCI offers businesses looking to expand the added capacity they need to fuel their business growth at a comparatively lower cost. Our highly skilled sales team combined with our verified database of live projects and associated decision makers means we can operate as an extension of your business and reach your target prospects at the right time in their procurement process.

OUR DIFFERENCE

- Our B2B Appointment Setting service caters specifically to businesses selling into the construction industry
- Our team of Sales Executives all have experience selling to decision makers within the construction industry
- Our comprehensive database of construction projects and contacts is verified by over 250 researchers on a daily basis
- Our sales executives are all New Zealand or Australia based
- Our signature project based sales approach means we present your product in the context of specific projects, right at the time the decision maker is looking for your product



COMPETITORS

VS

BCIAUSTRALIA

Database Purchased/Sourced

(Database of contacts purchased from a third party provider or generated from generic and publicly available contact information e.g. generic contact details from websites)



Database Cleaned

(Database of contacts is cleaned by removing invalid or incorrect email addresses, phone numbers, etc.)



Database Verification

(As databases are only updated periodically e.g. quarterly, bi-annually or annually, contacts may be called to verify the company is still in operation)



Leads

(A main contact who may or may not be the right decision maker is identified)



Lead Qualification

(The main contact is qualified to determine whether they fall within the client's target audience and whether they may be interested in the client's product or service)



Follow-up

(Main contacts are followed up after qualification based on their level of interest)



Appointment Setting

(Appointments are set with the main contact and the contact history may be made available for the sales person)



Appointment Confirmation

(Appointments are confirmed with the main contact prior to the appointment date.)



Ongoing stream of live project leads with relevant contacts provided, i.e. already paid for.

VERIFIED Leads

(Key decision makers for each company are filtered from our project leads database which contains all verified contact details)



DETAILED Lead Qualification

(The decision maker is qualified by determining which specific projects they are working on that require your product or service)



TIMELY Follow-up

(Decision makers are followed up in the same or following week to confirm an appointment.)



RELIABLE Appointment Setting

(Appointments are set with the decision maker with the contact history and details of the specific projects the decision maker is working on made available for the sales person)



PROFESSIONAL

Appointment Confirmation

(Appointments are confirmed with the main contact prior to the appointment date.)

OUR EXPERIENCE YOUR ADVANTAGE

OUR DATA + OUR PEOPLE + OUR SYSTEMS = YOUR SALES

OUR DATA

At BCI our core business is to source and provide accurate and reliable construction project information for key stakeholders within the industry. Our Research Team of over 250 qualified researchers leverage our unmatched market reach to find, aggregate and verify the latest information on current and upcoming construction projects.

Our researchers work to publish new construction projects, update existing projects, and to verify the contact details of key decision makers day-in and day-out. This ensures the database of industry decision makers our lead generation uses for each client is highly targeted, supremely relevant and accurate.

**CAPITALISE ON OUR DATABASE OF HIGHLY
TARGETED, RELEVANT AND ACCURATE
INDUSTRY DECISION MAKERS.**

OUR SYSTEMS

Our proprietary online LeadManager platform contains an unmatched database of construction project information combined with an in-built CRM, giving clients complete, real-time transparency on any sales activities our sales team engages in on their behalf. Equipped with the ability to filter leads according to the criteria of each client's target audience, our Sales Executives are able to pinpoint and contact prospective decision makers at the exact time they are looking for the clients' product or service.

Clients also have the ability to login onto the platform at any time to view activity and to access information for any upcoming meetings that they may have. All sales activity is also recorded in the system under each contact after every interaction so that clients can easily view the history of each prospect and the repository of intelligence gathered about each contact.

OUR PEOPLE

**SALES PROFESSIONALS WITH
CONSTRUCTION INDUSTRY SPECIFIC
SALES EXPERIENCE.**

Selling successfully into a specialised industry means you need a team of specialised sales professionals. Access our team of well-spoken, experienced sales executives, all of whom are based in New Zealand and Australia and have undertaken our industry recognised training program run by our construction sales training division, BCI Academy.

With construction specific sales experience, our sales professionals have the ability to discern the key motivators in the decision making process for each group of stakeholders, from subcontractors and builders to engineers, designers and architects. This means each sales conversation about your product or service will be tailored to suit each prospect, increasing the likelihood of converting a prospect into a solid sales opportunity.

PROVIDING YOU WITH REAL-TIME TRANSPARENCY ON ALL SALES ACTIVITY

OUR METHODOLOGY YOUR SUCCESS

CAMPAIGN METHODOLOGY

When we partner with our clients, we share their ambitions and we work to understand their business reality. We conduct an initial audit with all potential clients to assess their operational readiness to sell to decision makers in the construction market, whether it be architects, designers, engineers, builders or subcontractors. This independent systematic review ensures that the business has the marketing, sales and operational structures, resources and skill sets in place to successfully engage with the relevant decision makers, once we have opened the doors to your clients.

DISCOVERY AUDIT

Our preliminary discovery audit will evaluate and benchmark the business's performance in a range of areas against industry best practice. The scope of the audit will cover:

- Internal systems and processes (e.g. CRM)
- Existing sales strategy and structure
- Existing marketing strategy, collateral, website
- Products and/or services provided by the business
- Competitor brands and offerings in the market

The objectives of the audit are:

- To appraise the effectiveness and efficiency of each area of marketing and sales in engaging with the target audience
- To identify key improvements and patterns of inefficiency
- To recommend the actions required to allow our sales team to effectively pre-sell to your target audience

Upon completion of the audit, our Sales and Marketing Consultants will be able to provide an accurate assessment of the readiness of your business to approach the key decision makers in the construction industry. Our Consultants will also provide recommendations on key improvements and a range of Sales and Marketing services that can be utilised by our clients to make the improvements.

TRAINING

Once your business has established the fundamental sales, marketing and operational elements necessary to sell into the construction market, we will develop a sales campaign tailored to your business.

The training will involve a comprehensive induction to your business, products and services. This sales induction will ensure our Sales Executives are able to hold conversations that go beyond simply reciting a predetermined script, but rather to have tailored and educated conversations that are adapted to each individual interaction with each individual prospect based on an evaluation of their needs and situation.

Our sales people will be trained to:

- Clearly and succinctly convey the benefits of your product and to present it as a viable solution to help the prospect improve their project and solve their problem
- Evaluate a lead to determine whether they are a good fit for your business and to reach your prospects at the right time in their buying journey
- Understand the strengths/weaknesses of your competitors, so that we are able to overcome and address questions regarding the same
- Identify patterns/barriers that are preventing us from securing meetings and then adapt as required to secure meetings
- Ensure that our staff are able to effectively communicate key talking point for your team, so that they are well prepared for the upcoming meeting



A BETTER CONVERSATION

Having the right sales conversation, with the right person at the right time is the key to converting a prospect into a customer. BCI will ensure we will showcase your product to the right decision maker at the time they're looking for your product.



ADDED SERVICES FOR ADDED SUCCESS

ARCHITECTURAL INFORMATION SERVICES

Through our subsidiary Architectural Information Services (AIS) we can provide clients with the opportunity to interact face-to-face with architects, interior designers and specifiers through a series of high impact events.

AIS events provide the ideal platform for supplier brands to reach and establish relationships with decision makers, and secure specifications. Events range from informal presentations to structured formal presentations, providing a choice of channels to connect and engage with the target audience.

iFlex

A multi-supplier presentation held on premise in the architect's practice where up to six suppliers are invited to showcase their latest products and innovations to the architects of the practice.

Equinox

Equinox is a series of evening boutique exhibitions held across Australia and New Zealand designed to connect architects, interior designers and design specifiers with product suppliers.

Unlike larger tradeshow and exhibitions, the more intimate and relaxed environment of Equinox means specifiers can easily engage with suppliers and manufacturers over drinks and canapés whilst discovering the latest in new building product innovations.

BCI ACADEMY

Improve the specification sales skills of your reps with our highly acclaimed sales training programs, which are specifically geared towards helping you reach your target audience of Architects, Interior Designers and Design Specifiers.

Our training programs have been developed using insights obtained directly from the construction industry's key decision makers. These insights are gathered through research interviews conducted annually with the information distilled to discover the best practice approaches as preferred by architects, designers and specifiers.

Effective Specification Selling

Our one-day Effective Specification Selling course focuses on how to best approach architects and design specifiers with information on your products in an engaging and informative way so that your products get remembered and specified.

The course features insights into the characteristics, motivations and preferences of the target market derived from our bi-annual survey conducted directly with architects and design specifiers across New Zealand. Discover how they currently perceive product suppliers and how they prefer products suppliers to interact with them in order to become a trusted partner rather than an occasional supplier.

ABOUT BCI

Each day, thousands of BCI members rely on our information services to help them make profitable decisions and to conduct business faster, easier, and more effectively. As the leading source of construction information across Asia Pacific, BCI Media Group connects stakeholders within the building industry at all levels, from concept stage to completed construction.

With 18 years of experience and over 25,000 projects published every month, our team of over 250 researchers are dedicated to researching and tracking every construction project through its lifecycle.

Our intuitive online platforms have been purpose-designed to suit the needs of each type of stakeholder within the building industry, including builders, subcontractors, product suppliers, manufacturers, engineers and consultants. With the ability to customise the information, users are able to filter and extract the information most relevant to them and their business needs.

250+

DEDICATED
RESEARCHERS

18+

YEARS OF
INDUSTRY
EXPERIENCE

25,000+

PROJECTS
PUBLISHED
MONTHLY

10

COUNTRIES WE
OPERATE IN

23

OFFICES ACROSS
ASIA PACIFIC

500+

STAFF ACROSS
ASIA PACIFIC





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