Marketing and Sales

Presented by

Bruce Witter

Ben Moseley
Marketing:

Company Assessment

- Additional Points
Marketing:

Branding and Company Message

- Logo - Consistency
- Shirts
- Trucks/Trailers
- Website/S
- Literature
- Tagline
Marketing:
Website

• Must be mobile friendly
Marketing:
Website
  • Non Mobile Friendly
Marketing:

Website

• Must be mobile friendly
• SEO (Search Engine Optimization)
• Blog
Marketing:

Company Literature
- Business Card
- Company Brochure
- Rack Cards
Marketing:

E-Blast:

• Contact List
Marketing:

Social Media:

• Facebook, Instagram, Houzz, Pinterest
• Develop a social media calendar
• 80% Inform, educate, entertain
• 20% Promote your business
Marketing:

Photography/Videography

• When possible hire a professional
Marketing vs. Public Relations:

- Paid media vs. Earned media
Marketing:

Networking

- Associations
- AIA, CRAN, HBA, etc
- Get involved
- Sponsor meetings
- Serve on the boards
Sales:

Build a strong client foundation

• The easiest client to sell is an existing client
• Ensure your client is satisfied
• Sell additional products/services
Sales:

Qualify the lead

- Qualify ASAP
- Make them do the work
Selling Tools

- Build on previous success
- Homefield advantage – shop tour – demonstrations
- Samples
- Pictures
  - Large TV in the office/Ipad in the field – Organized!
- Video
- 3D Drawings (Sketchup)
- 3D Printing
- The ability to say no
Sales:

Pricing Presentation

• Larger projects – Detail
• Custom jobs – Price range approach
• List options
• Legal
Sales:

Closing the deal

• Confidence and Honesty
• Don’t haggle with the pricing
• State the timeframe up front
• Ask for the job