



FENCETECH



METALfab

PHOENIX

2018

Marketing and Sales

Presented by

Bruce Witter

Ben Moseley



THE
HEIRLOOM
companies



Marketing:

Company Assessment

- Additional Points



Marketing:

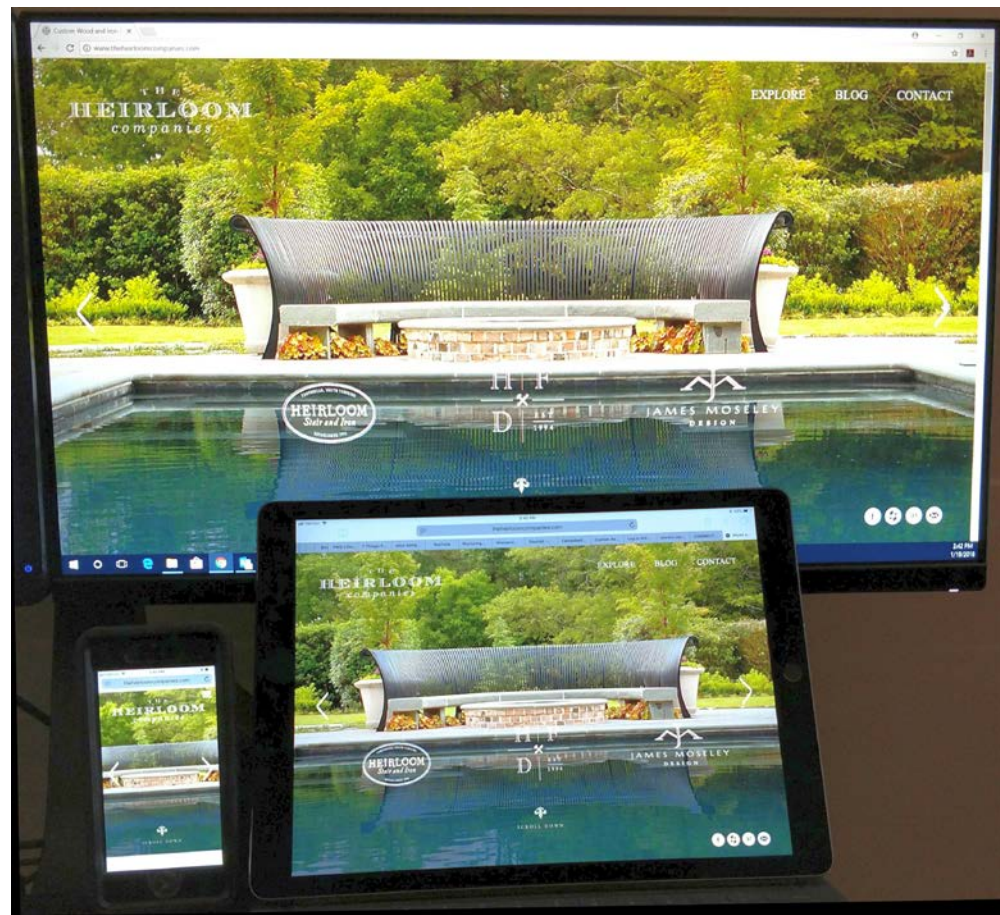
Branding and Company Message

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



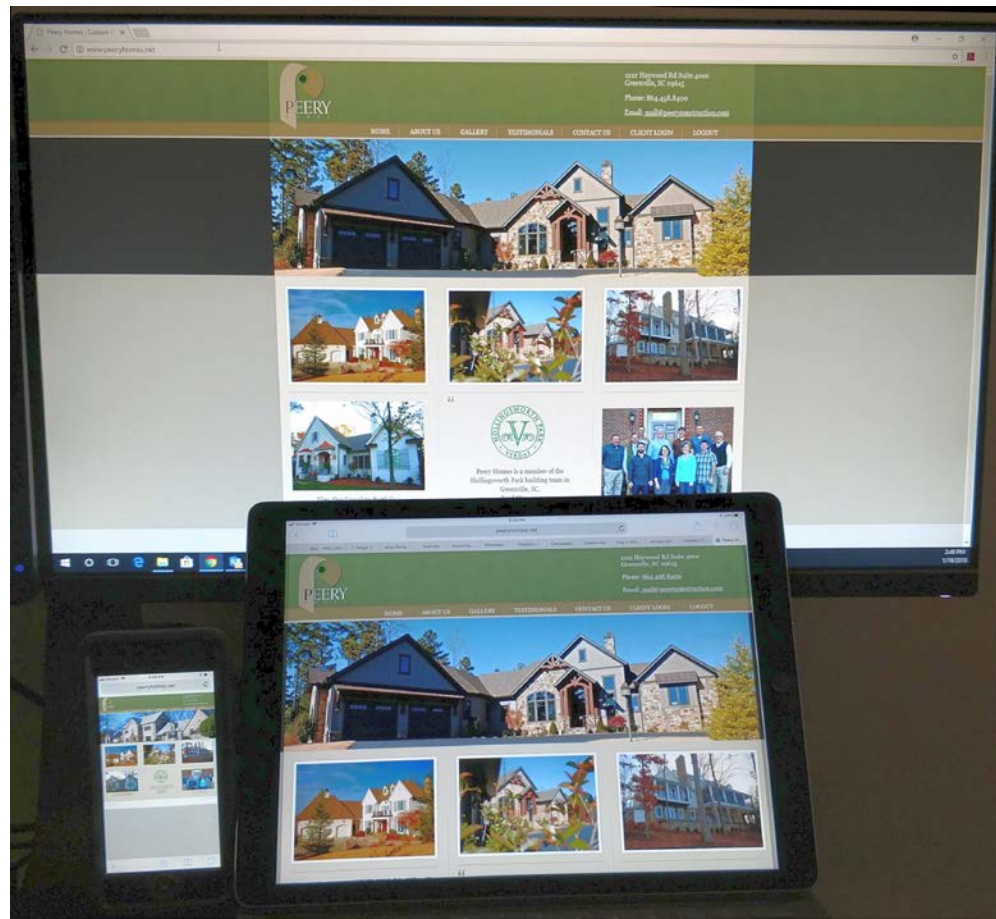
Marketing: Website

- 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:

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



Sales:

Selling Tools

- **Build on previous success**
- **Homefield advantage – shop tour – demonstrations**
- **Samples**
- **Pictures**
 - **Large TV in the office/lpad 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**

