

# warne's solutions

Published by Warne Marketing + Communications

Sales Support — No.2

## Identifying prospects about to buy

**CLIENT:** Butler Buildings

**PRODUCT/SERVICE:** Pre-Engineered Metal (PEM) building systems

### SITUATION:

Traditionally, industrial and mining markets offered the greatest acceptance to pre-engineered building systems. However, the demand for these systems was declining in these markets.

Retail, wholesale and commercial markets were growing in importance but architect specification involved in these projects generally meant traditional building methods would be used. PEM building manufacturers had tended to sell complete design and build projects directly to owners, bypassing architects.

The marketplace for pre-engineered metal buildings had been outside core metropolitan areas, in suburban and small to medium sized centres. Price competition was fierce, from both regional and national PEM builders, as well as from conventional builders.

### OBJECTIVE:

To increase sales by:

1: Identifying companies that planned building projects in the next three years — including “big box” retailers.

2: Identifying developers planning projects that could utilize Butler Building Systems.

### STRATEGY:

Build a database of qualified prospects for Butler Building Systems with specifics of building intentions as to size, purpose, location and construction target dates. From this database, qualified prospects would be sent to Butler for direct sales follow up.

### TACTICS:

Secured lists covering selected retail, wholesale, commercial, transportation plus selected manufacturing categories and telemarketed those lists to qualify prospect companies and identify the building decision makers. Qualified prospects were provided daily to Butler for direct follow up.

In addition, a 24-page magazine of Butler Building case studies, 'Building Profit', was mailed to identified prospects on a quarterly basis to assist the sales process.

### RESULTS:

More than 450 prospects, who had specific buildings intentions, were identified for Butler Building Systems within the first two years.

Butler Buildings (Canada) **exceeded sales targets**, despite a general downturn in building in 2001 and the economic uncertainty in 2002.

