

**Revenue Engineering for
more Sales Success**



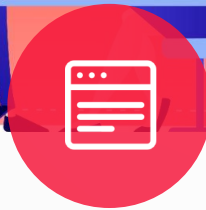
Building Radar
Speed up your business

SHIFT HAPPENS

The construction industry is going through a radical change, driven by increased competition, shrinking margins and earlier decision about projects



Increased competition
through new competitors in markets (+23% p.a. from Asia) and new players (“Amazon for construction”)



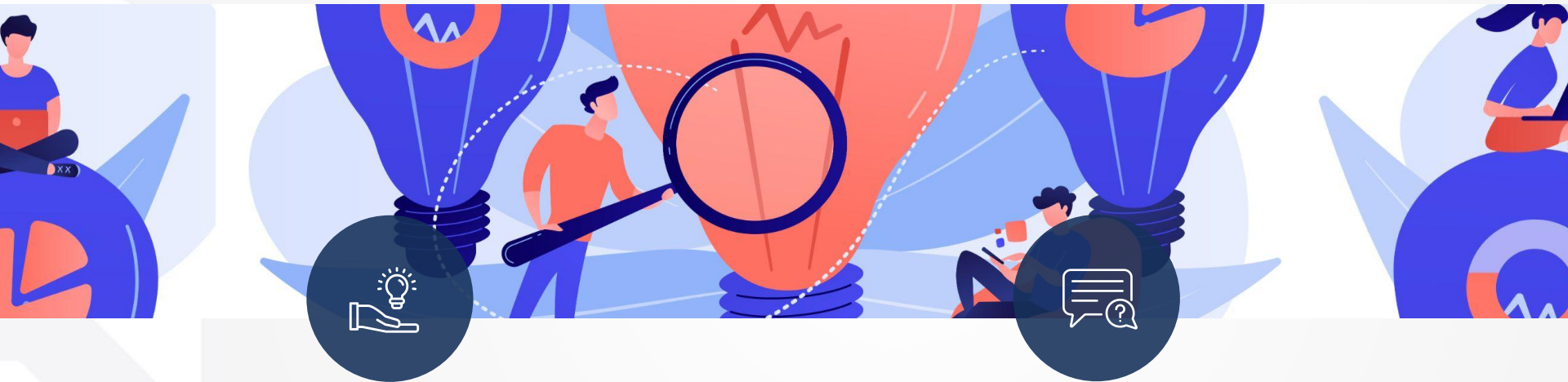
Increased cost of building materials
Industry wide, the profit margin shrank by 9%



Decisions being made earlier
through vertical integration (Modular construction, BIM) and a change in how people work

SHIFT TO SOLUTIONS

From products to solutions: Companies are fighting against shrinking margins by positioning themselves as solutions rather than interchangeable commodities



Better margins

The more individual the offer, the less pressure you face on price

Higher close rates

The more customized the solution, the higher your win rate on deals

NOT EVERY REVENUE IS CREATED EQUAL

Products are sold reactivity at a later stage through recommendations or trade shows. However, solutions require early and targeted sales efforts (spears)



Seeds

e.g. Brand equity,
network, referrals



Nets

e.g. Trade shows,
AdWords, Tenders



Spears

Outbound activities



Solution selling is enabled by Spears, because sales teams help a customer to solve a problem and want to prevent unsuitable products from already being specified

THERE WILL BE WINNERS

Companies often fail at solution selling because they do not have adequate processes to turn early stage project leads into won deals

Phone calls, emails,
LinkedIn etc.



Early stage & sales
qualified



Process & sales
acumen



Pipeline = Activity * Quality of the project leads * Quality of the outreach



Companies often buy expensive project leads but aren't able to use them properly. They find interesting opportunities but they lack the knowledge and process to turn those into sales opportunities.

BUILDING RADAR METHOD

We developed the Building Radar method to help companies create more revenue on scale through a proactive sales approach

Process

Transparent and clearly defined qualification process for prospective projects



Sales acumen

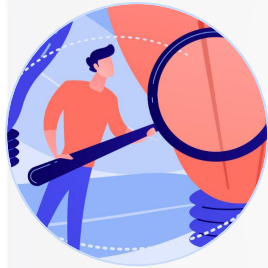
Training sales teams to be able to do cold outreach, prospect new decision makers, and use digital sales solutions

Data

Early identification of new and relevant projects using artificial intelligence

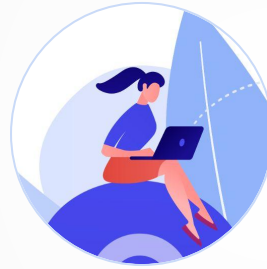
ADDED VALUE

Our customers can testify that by using the Building Radar method they can grow their overall revenue



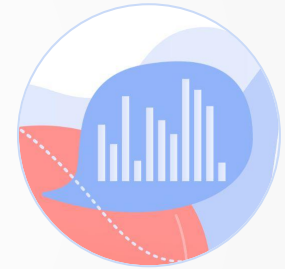
More revenue

Professionally pursuing a new sales channel creates new revenue potential



Better sales management

Implementing a tried and tested sales process for proactive sales leads to transparency and measurability



Scalable sales channel

After successful implementation, revenue can be grown easily by scaling up the team



Thank you

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