

Sales Tip Sheet 10 - Selling to Specifiers

- Identify all the different types of potential specifier (architect, technician, consultant engineer etc) in your sales territory
- Have a system for recording and measuring the progress of all your project opportunities
- Have a reason to call/meet them (e.g. a specific project/product to discuss)
- Make an appointment -no 'drop-by' visits!
- Allow time between visits –some specifier calls have been known to last 2-3 hours!
- Dress appropriately –a suit and tie may be 'over the top'
- Consider having a separate business card –one that omits the word 'sales'!
- Prepare the appropriate samples/technical brochures
- Leave time to find them and park –architectural practices are often in the most inaccessible places!
- Involve the practice librarian (if applicable) in your preparation/visit
- Get to know the journals and publications they read
- Avoid trying to overtly sell to them -act as their solution provider/problem solver
- Ask lots of open questions to understand their needs and wants –then listen
- Understand (and be able to articulate) your Company's value proposition
- Build credibility through examples of previous building case studies
- Stick to what you know -try not be vague, waffle or bluff them with your answers. You can always get back to them with an answer!
- Treat them as your equal –they are not God-like, despite all their years of studying!
- Don't leave unnecessary piles of literature/samples behind
- Avoid focusing on the one project –they will have others, now or in the future
- Seek CPD seminar opportunities (where appropriate)
- Ask who else they know that might benefit from your products/solutions
- Get commitment to the next step(s) and always confirm in writing
- Do what you promise you will do! (DWYPYWD)
- Be professional at all times (this goes for all aspects of your selling role)
- Leave 'the door open' for another day!