



Lead Generation for Construction  
and the Built Environment

## 8 Top Tips To Increase Your Client List



### **Take the time to understand your prospects and customers.**

When you take the time to really understand your prospects and your customers, you are in the prime position of being able to offer solutions that are best suited to their needs. Customer insight is incredibly valuable and can really boost the potential revenue you could achieve by simply doing your research, spending time with the prospect and really getting to know every pain point they are currently experiencing so you can then be seen as the solution provider to the very pain points they are experiencing.

When you understand exactly what it is both your clients and prospects are trying to achieve, you can make it your ultimate mission to help them reach these goals. Maintaining regular contact with both clients and prospects is of paramount importance as it shows you really value them.



### **Time Management**

Managing your time effectively between finding new prospects and enhancing your relationship existing clients can make a huge difference to your profitability. When you nurture your existing clients, and build on that relationship with them, you gain more trust which ultimately means they can in turn spend more money with you. The other way is to win new business by picking up the phone and calling potential prospects who can spend with you. If you don't balance your time effectively between these two you run the risk of potentially robbing Peter to pay Paul, if you compromise your existing clients, you could lose them, and if you put all your eggs in one basket and something goes wrong, you again stand the risk of losing out on a solid revenue stream, but by harnessing the power of your relationships with clients, and building your core database of potential new clients, you will find yourself on sturdy ground and able to cope with all possibilities and eventualities that come your way.



**crannall** Show you care by providing customer service

**90%** of customer experience decision makers say that a good experience is critical to their success. – Forrester Research.

**68%** of customers say they've switched service providers because of poor customer service. – Accenture

By providing amazing customer service you show to your clients that you truly value them and their business and this can have a positive impact on both your profitability, and your existing customer database.

If a customer or prospect calls you, and leaves a message or emails you, respond in a timely fashion and be polite and courteous. Book meetings once a quarter and take the time to meet your existing clients face to face. Respond to any unforeseen problems quickly and provide feedback and updates to your clients quickly and efficiently. Showing you are there for your clients and going that little extra distance is the difference between keeping a client and losing a client.



**crannall** Word of Mouth

Always keep in contact with your networks, many people make decisions based on recommendations as these are tried, trusted and experienced first hand. Make the most of your networks, build your networks as these can open new doors for you and add to your revenue stream. Never underestimate the value of a business relationship. Join networking groups, meet networkers for breakfast, be seen, be heard, and be passionate about who you are and what services you offer, and what you can do for others. People buy people.



**crannall** Be Social Savvy

Social Media is everywhere. Make the most of all the major social media networks and be proactive in being seen and heard online. You never know who is looking at your site and who has the ability to be able to spend money with you, and who is interested in investing with you. Make Social Media count for you. Share vital information about your products, or services online, respond to any comments or questions people ask online, return the favour, if someone connects with you, connect back. Your posts can go viral as people share, post and update all the latest news, insight and headlines that are relevant to them. Make use of social media and grow your business.



### **crannull The World of Marketing**

Understand what works for your business and go with that. There are many marketing streams available to businesses and there are many ways to expand your business. Print, Advertising, TV Commercials, Sampling, Email Marketing, Social Media Advertising, Leaflets, Partnerships etc, these are all potential revenue streams that can work, some will deliver far greater results for you to capitalise on, and these are the ones you want to focus on.

When you understand your core audience, you have the insight to be able to reach key contacts within your key database through an effective marketing channel that you know can deliver for you. Understanding your core audience is the key to your success as everything grows and expands from that understanding.



### **crannull Build Meaningful Partnerships**

If you know that cold calling is not your favourite part of the day, or takes up too much valuable time, then why not play to your strengths by focusing on running your business, and delegate this aspect of your day to a business that understands your market and industry, is reputable, knowledgeable, has the contacts, the database and has the resources available to be able to open doors for you effortlessly. Building meaningful partnerships with a company that shares your passion and understands your business can go a long way to expanding your existing client list. It's about being business savvy and making good business decisions. You know you don't have the time to make cold calls, but equally you know that the economy is highly unpredictable, and by putting all your eggs in one basket, you could jeopardise your bottom-line significantly if you were to lose just one major project or client. Instead by outsourcing cold calling to a business who can impact your profitability, you continue to maintain and build on the current foundation of success, transforming your business from strength to strength.



### **crannull Sit back, relax and let us do the work for you**

Crannull is 100% focussed on generating new opportunities within Construction and the Built Environment. We will identify and call potential buyers from our extensive database which is the most efficient way to reach these vital businesses on. This gives us the opportunity to speak to potential buyers on your behalf creating new sales opportunities, new contracts and new referrals for you, while you concentrate on doing what you do best, which is to run your company.

Find out how Crannull – Lead Generation for the Construction and Built Environment can help with your business growth and expansion needs today, by calling

**01582 256 010** or emailing us at **[sales@crannull.co.uk](mailto:sales@crannull.co.uk)**