

Building Success

4 Top Tips for Maximising ROI

A client-focused playbook designed to help you improve your targeting and maximise your return on investment with Barbour ABI.





Tip 1: Have the right mindset

The number one hack for targeting projects and contacts is making sure you start with the right mindset. Your professionalism will positively impact your targets and help you to convert them into valuable leads.

It's important to consider the true value each lead will have for your business, so treat every target as unique. Whether you're looking at a £50,000 or £1 million potential order, it isn't small change, so make sure you're putting in the appropriate level of effort for every prospecting call you make.

Calls before emails

To give each target the attention they deserve, we recommend you always attempt to make contact by telephone in the first instance, as opposed to using email. By taking a more personal approach, you're standing out from many of your competitors, with email having become the most common form of communication.

A phone call allows you to build essential rapport, improving your chances of achieving your objective. Being positive on the phone call will aid forming a healthy relationship, so make sure you congratulate them for winning the project you're calling about and emphasise the value your business can add.

Show you've done the research

Before making the call, make sure you access the Project or Company page on the Barbour ABI platform. Having this key information to hand will show the contact your knowledge of the company and their work, allowing you to demonstrate the value you can bring to them.

If you can, have a look at other companies working on the same project and let the contact know who else you've worked with or already have relationships with. This builds your credibility and suitability for working on the project.

Track the knock-backs

You will inevitably come across contacts who have their preferred network of partners – there's no getting around that. Even so, companies can go bust, relationships can change, and preferred companies may not have capacity – so it doesn't always mean the end of the road. By tracking the contact and setting up Notifications on the Barbour ABI platform, you'll be alerted if their circumstances change or if a new opportunity comes up. The same technique can also be used to track the competition, so you can engage before they do.



Tip 2: Be selective

The fact is, as much as you'd like to, you simply can't bid on every project. So you must be selective in order to make your efforts as efficient as possible. Do your research and use the information you find within the Barbour ABI platform to identify the opportunities you can really add value to and focus on projects in the regions and sectors that you know you can win.





Make your contact feel special

Having a selection process means you set your own criteria for which projects and contacts you're going to target. Whether the value of project falls within your ideal timescale, the company operates in your region, or you have the right specialism required for the project – let them know why you have chosen this project and the value you can bring.

Reasons to be selective

1 Project Value

Focus on projects within your capability. Your target will need to have confidence that you can deliver this project, and so a proven track record of having delivered similar projects will be important, likely by value and sector type.

Discover value band targets using the Value filters on our platform.



2 Location

Select projects you can resource efficiently. There's little value bidding work in regions you don't have a labour force (you'll be surprised how many contractors don't consider location before bidding).

Demonstrating you operate competitively in a specific region improves your chance to win the work.

Discover location-based targets using a Radial Search from your office location (as opposed to searching by region).



3 Timescales

You must resource any new business you secure, so make sure projects fit in with your current pipeline of works, and let your target know that you have a busy order book. This shows your ability to efficiently plan and to target only projects you believe you can add value to.

Discover targets by timeline using the Stages and Build Phase filters.





Tip 3: Use our league tables

When you think of the term “league tables” you may think of a tool used simply to rank the top performers in the industry, and while this is true, our league tables can be used for so much more.

See the who, what, where and when

With our advanced League Table filtering, you can drill down into specific roles, sectors, regions and even timescales. This means you can see the who, what, where and when across the industry and only view projects specific to your targeting criteria. You can drill down even further by visiting the Project or Company pages to see who's working with who and discover details about each project they're working on.



Have a watchful eye

Timing is key for your targeting. Whether you want to work with one of the big players in your sector or want to get the upper hand over your competitors – having a watchful eye over these companies is crucial. Our League Tables make this process seamless and efficient – just click the icon below companies you want to track and use the My Leads function to keep updated. Too busy to keep checking on your leads? Make sure you have Notifications set up to receive updates straight to your inbox.

Nail your targeting criteria

If you know exactly who and what you're looking to target, having a Saved Search means you can not only use this to receive timely Notifications, you can also use the same criteria within our League Tables. Filter by any of your Saved Searches with or without the additional League Table filtering, and watch your list of leads create itself before your eyes.

The possibilities are endless: Subcontractors can find Main Contractors in their target sectors, Main Contractors can find Subcontractors who offer the services they need in their target region, and businesses across the entire supply chain can filter by the specific roles they are looking to target.



Tip 4: Keep the faith

Not every day will be a winning day, but what you do today can set you up for more winning days in the future. Being told “no” today could turn into a “yes” further down the line if you keep the faith and know what productive action you can take. Keep in mind the value of the target and the potential a relationship with them has for your business.

Turn detective

You may identify a company you'd like to target, but you've struggled to get in touch with. In these instances, don't lose faith as there are actions you can take. Using information on the Company page allows you to find other contacts who work within the same business or even the same department – you can always find a different avenue to get to the person you need. Alternatively, see other projects the company is working on and discover other contacts you could build relationships with.

Monitor your success

We know your time is precious, so measuring and tracking your success is vital for keeping your processes efficient. A highly effective way of doing this is using the Tags function on the platform. You can tag Projects and Companies to keep track of:

- Who you've contacted and when
- Your future targeting pipeline
- Whether a project is won, lost or open
- Companies within your target sectors or regions

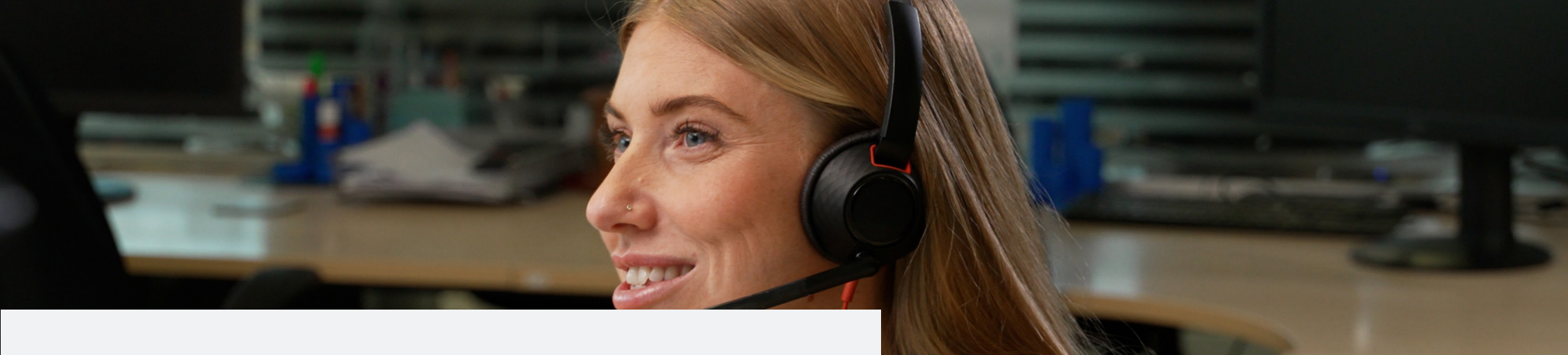
Your list of tagged Projects or Companies can also be downloaded using the Export feature, meaning you can analyse and track your efforts offline or use the data in conjunction your own CRM system.

Don't forget: our API can connect your CRM system directly to the platform. Contact your Client Services Account Manager to find out more.

Use the experts

We have a specialist team of UK-based researchers who make over one million research phone calls each year to collate the rich project and contact information you need. Think of them as your own business development team. They're ready and waiting to answer any questions you may have about a Project or Company on the Barbour ABI platform.

Every Project and Company page has a unique Enquiry function that puts you in contact with the right researcher. Just click the Enquiry button to send a quick chat with the information you need and leave the rest up to us. As we've built relationships with key contacts, you'll find we can usually get in the doors where you may not be able to.



Bonus Tip: We're here for you

We're committed to providing the best service to every client, getting to the heart of your business needs so we can work with you to help you achieve your goals.

When you need our support, simply get in touch with your dedicated Client Services Account Manager. We're real people who can provide strategic advice that's catered to your business.

There are additional resources you can access 24/7. Every feature and function on the Barbour ABI platform has its own tutorial video, alongside guidance videos designed for different business types including hire services, contractors and product manufacturers. You can also access our Help Centre where you can have specific questions answered and view further guidance on functionality and features.





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