

# SELLING TO PROJECT SPECIFIERS

## Selling to project specifiers - taking the best approach

By securing a greater understanding of the specifier's requirements, needs and challenges, sales teams within the construction products and suppliers industries prove they can provide effective, practical solutions better than any competitor.

Our new and revised selling to project specifiers course will help you to build on your existing sales skills, identifying and approaching key decision makers and influencers in a way which will help you to maximise sales opportunities.

## What is involved?

Selling to Project Specifiers covers:

- An outline of the specification process from design to starting on site
- Project tracking – follow the specification through from design to order stage
- Overcoming the challenges of selling to the construction industry
- Types of specification – which are best for your business
- Types of projects & how each should be approached by your sales team
- Working with supply chain agreement
- How to build long term, constructive relationships with the Specifier
- Timing issues – when is the best time to approach the specifier

## How will it benefit my business?

- Secure more specifications by increasing your conversion rates
- Ensure a strategic plan for specification selling
- Work with the specifiers at all stages of the project
- Increase the return on investment from specification selling
- Spend time on the contracts that support your business growth
- Work effectively with supply chain agreements

For information on all our courses and services, contact KSA Sales Solutions Tel: **01491 220003**

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