

Business Expansion

SALE ENHANCEMENT

Unique Company simplifies sales process for Houston firms

When Buddy Rhodes joined his father's firm in the 80s, he spent four days on the phone to set up a day's worth of sales calls with the chief engineers of petrochemical companies. That's when he began exploring methods to increase his effectiveness and to make the sales process more efficient.

"Based on that experience, I developed several programs that blended the best of relationship building, outside sales and mass marketing techniques into a successful sales formula, and that's what we offer our clients," said Rhodes, now president of Building Enterprises, Inc.

Today, the corporation works with companies who want to increase the individual productivity of their current sales force. "We work as a member of the team, making it possible for sales professionals to double or triple their effectiveness," Rhodes said. Beginning with a "set-up" meeting, Rhodes and his management team work with the client to identify target markets and to decide who will actually be making the decision to buy that client's services or products. The management team also identifies critical marketing information to be presented to prospects and the necessary marketing data to be gathered in order to move the sales process forward.

The next phase of the relationship is the result of a "kick-off" meeting, where members of Rhodes' staff learn the features and benefits of the client's products.

"We enhance sales activities by allowing the sales staff to get off the phone and in front of the customer," Rhodes said. "Our team of employees specializes in strong communications skills plus a broad-based sales and marketing background. When they get on the phone, they build a relationship with the prospect designed to enhance opportunities for the client's sales force."



BUDDY RHODES, PRESIDENT

In today's market, the average sales effort - from cold call to initial order - costs several thousand dollars. The team-focused service Rhodes has designed pares down the cost significantly.

"The initial thrust of any marketing program is to discover a fit between prospect and product or service and then to build a relationship, eventually determining when the prospect will be ready to buy," he noted.

Building Enterprises works with a variety of firms marketing products or services in the Houston area. They range from commercial and manufacturing companies to petrochemical firms. Rhodes said his employees think of themselves as members of the selling team, becoming extremely proficient in "talking the talk" of their client firms. And, while they don't eliminate the need for a sales force, they can save sales force time and help them generate two to three times more revenue than they're reproducing now.

"Our company is unique, and to my knowledge, there is no other firm in Houston that currently offers our services," Rhodes said.

For more information about Building Enterprises, contact Rhodes at 281/358-4400.

As written by Alice Adams with the Herald -Voice