



Does your sales team have the inside track?

**BUILDING ENTERPRISES, INC**

**We do**

Enhancing your sales activities by allowing your sales team to get off the phone and in front of a client is what we do best.

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BUSINESS UPDATE

# Building Enterprises

Success stories prove company's impact

Since 1982, Houston-based Building Enterprises has been leading the way in relationship marketing, focusing on team selling and relationship building — performing the legwork necessary to get a client's sales staff off the phone and in front of the client.

Through its customized services, Building Enterprises can have a significant impact on a company's sales efforts. From cold calling a list of prospects to maintaining contact with potential customers, Building Enterprises provides support throughout the entire selling system.

### NAI Partners Commercial

Jon Silberman, principal and executive vice president for NAI Partners Commercial, a real estate brokerage firm, has been using Building Enterprises' services for more than two years. Building Enterprises provides call research and lead development for NAI.

*"We give them criteria, make sure it's understood and they make the calls. Then they qualify the companies they speak with to determine if they need the services we provide. We go from there. I don't have time to do all the research to locate potential buyers; I want to focus my time on selling to qualified prospects," Silberman said. "The leads that have been generated from our relationship with Building Enterprises have contributed to \$200,000 in revenues in two years — from a \$30,000 investment. We expect to generate even more each year with their help."*

### U.S. Design & Construction

Tom La Faver, president of U.S. Design & Construction, has been using Building Enterprises' services for close to three years. U.S. Design & Construction supplies Building Enterprises with a list of criteria for prospects. Those prospects are then called regularly until they're ready to talk about making a deal.

*"Their effort has brought some work in the door for us. Building Enterprises works hard to keep our name in front of our potential clients," La Faver said. "The people they employ are educated and communicate well. I have been very pleased with how they've handled our account. They know what questions to ask and when to call. We've been pleased."*

### Certified Technical Services

Jim Theiss, president of Certified Technical Services, a general contractor and fabricator in the petrochemical industry, has been working with Building Enterprises for about seven months. Building Enterprises

offers cold calling for Certified's potential customers.

*"We provided Building Enterprises with a list of potential clients with general names and numbers, and they did all the work. Once they found the decision makers and the potential customers were interested in Certified's services, Building Enterprises sent out written material to share more about our company. After that, they would follow up to ensure that the information was received and understood. Building Enterprises followed up until it is determined that we would be a good fit for a prospect's needs," Theiss said. "We wanted to feel comfortable that Building Enterprises could effectively represent an industrial general contractor. They've done a good job and have taken the time to learn about our company's services."*

### HydroChem Industrial Services

Dennis Miller, a sales engineer with HydroChem, a provider of pre-commissioning start-up services, has worked with Building Enterprises for more than four years. HydroChem wanted to outsource part of their sales process and chose Building Enterprises for the job.

*"Building Enterprises follows up on leads we obtain from magazine and newspaper articles. For example, if we read that a new plant is being built, they will find out who is doing the construction and engineering. They keep tracking it until the right people are found, getting us to the point where we can schedule a site visit," Miller said. "This kind of legwork can be very time consuming. We needed a system in place to track this activity and Building Enterprises was a good choice. Our business is always growing, but Building Enterprises' assistance has contributed greatly."*

### The right calls, the right time, the right people

Building Enterprises saves time and increases profits for its customers by providing support for each part of the selling process. The strength in the company's services is an emphasis on long-term relationship building with potential customers.

*"It takes continuous contact to encourage a prospect to buy. The caller has to be there at the right time, saying the right things," Patti Meyer, director of sales and marketing, said. "Building Enterprises maintains contact with potential customers, encouraging them every step of the way, until it's time to present a proposal."*

For more information, please contact Patti Meyer at (281) 358-4400. □