



# Building Materials Sales and Marketing Checklist



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When most building materials companies want to grow their sales, they jump to a tactic such as, "We need a new website. If we had a new website, our sales would increase." The successful companies who grow their sales faster and don't waste money on ineffective marketing programs stop and think before they act.

This checklist is designed to help you develop a more effective plan by focusing on the real issues. This is a simplified version of the process that I follow with my clients that has proven to be successful.

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# 1. Building Materials Sales and Marketing Checklist



## What is your objective?

- Grow Sales by \$ \_\_\_\_\_ or \_\_\_\_\_%
- Other: \_\_\_\_\_

## What is your strategy?

- Grow The Sales of Your Product Category**  
If you have the largest market share for your category of product, you should be focused on growing the market for your type of product. For example, James Hardie dominates the fiber cement siding business. They should be focused on growing the market for fiber cement siding by converting customers from alternative cladding materials. They should not worry about competing fiber cement siding companies as they are much smaller.

Or

- Grow Your Market Share**  
If you are not the market leader or in a mature industry you should be focused on gaining market share or converting customers from your competitors.

## Who is your competition? This is another way to validate your strategy.

Our competition is...

- Manufacturers of Similar Products**  
An example is Owens Corning could view their competition as other manufacturers of fiber glass insulation such as Johns Manville, CertainTeed or Knuaf.  
List Them: \_\_\_\_\_

Or

- Alternative Products**  
An example is Owens Corning could view their competition as alternative types of insulation such as spray foam, rock wool, cellulose and foam boards.  
List Them: \_\_\_\_\_

## What are the reasons why customers use your competitors?

- |  |  |                                       |
|--|--|---------------------------------------|
| <input type="checkbox"/> Lower Prices      | <input type="checkbox"/> More Established        | <input type="checkbox"/> Brand Name   |
| <input type="checkbox"/> Higher Quality    | <input type="checkbox"/> Larger                  | <input type="checkbox"/> Easy to Sell |
| <input type="checkbox"/> Easier to Install | <input type="checkbox"/> Exclusive Territory     | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Better Warranty   | <input type="checkbox"/> Better Customer Service | _____                                 |
| <input type="checkbox"/> More Sales People | <input type="checkbox"/> Bigger Marketing Budget |                                       |

## 2. Building Materials Sales and Marketing Checklist



What are the weaknesses of your competitors or what do their customers wish they would do differently?

- Difficult to Deal With
- Weak Customer Service
- Unreliable Shipping or Order Fullfillment
- Sell to Everyone
- Sell Directly
- Product Quality Issues
- Other: \_\_\_\_\_

Are you the established brand or product and are losing sales to a competitor?

- Yes
- No

Are you a smaller or newer brand competing against a more established competitor?

- Yes
- No

What market do you want to grow?

- Commercial or Residential
- New Construction or Repair/Remodel

What types projects does your product best fit or which do you want to focus on?

### Residential

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> High End Custom Homes | <input type="checkbox"/> Multifamily       | <input type="checkbox"/> Contemporary                      |
| <input type="checkbox"/> Top 20 Builders       | <input type="checkbox"/> Panelized/Modular | <input type="checkbox"/> Traditional                       |
| <input type="checkbox"/> Green Builders        | <input type="checkbox"/> Manufactured      | <input type="checkbox"/> Best Regions of Country:<br>_____ |
| <input type="checkbox"/> Tract Homes           | <input type="checkbox"/> First Time Buyers | <input type="checkbox"/> Other: _____                      |
| <input type="checkbox"/> Smaller Builders      | <input type="checkbox"/> Tiny Homes        | _____  |

### 3. Building Materials Sales and Marketing Checklist



#### What types projects does your product best fit or which do you want to focus on? (continued)

##### Commercial

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Hospitals     | <input type="checkbox"/> Shopping Centers   | <input type="checkbox"/> Mass Merchandisers and Big Boxes |
| <input type="checkbox"/> Schools       | <input type="checkbox"/> Office Buildings   | <input type="checkbox"/> Panelized/Modular                |
| <input type="checkbox"/> Military      | <input type="checkbox"/> High Rises         | <input type="checkbox"/> Warehouses                       |
| <input type="checkbox"/> Government    | <input type="checkbox"/> Convention Centers | <input type="checkbox"/> Data Canters                     |
| <input type="checkbox"/> Institutional | <input type="checkbox"/> Stadiums           | <input type="checkbox"/> Hospitality                      |
| <input type="checkbox"/> Multifamily   | <input type="checkbox"/> Strip Malls        | <input type="checkbox"/> Other: _____                     |

##### Your product

- Our product is either required by code or it is usually used in a building. For example, insulation is required by code and is normally used.
- Our product is an upgrade or premium version of a normally used product. For example, granite is an upgrade from a builder grade countertop material. A tankless water heater is an upgrade from a normal water heater.
- Our product is a Nice to Have versus a Have to Have. For example, a fireplace is a Nice to Have. An access control system may be viewed as a Nice to Have. No matter how you feel about your product, how does the customer feel about it?
- Our product is an aesthetic product that improves the appearance of a building.
- Our product is a performance product that may not be visible once the building is complete.
- Our product is an improvement on an existing product. For example, A Nest thermostat is an improvement to existing thermostats.
- Our product is new to the market and is not a replacement or improvement to an existing product. For example, when solar panels were first introduced they were an entirely new product. You could also say that home generators were an entirely new product when they started to grow in popularity.

##### Who is the decision maker?

- |                                    |                                      |                                       |
|------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Architect | <input type="checkbox"/> Contractor  | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Big Box   | <input type="checkbox"/> Dealer      | _____                                 |
| <input type="checkbox"/> Builders  | <input type="checkbox"/> Distributor |                                       |

## 4. Building Materials Sales and Marketing Checklist



### What are the best ways to reach the decision maker?

- |  |   |                                       |                                       |
|--|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Trade Shows         | <input type="checkbox"/> Websites         | <input type="checkbox"/> Social Media | <input type="checkbox"/> Blog         |
| <input type="checkbox"/> Paid Advertising    | <input type="checkbox"/> SEO              | <input type="checkbox"/> Direct Mail  | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Sales Presentations | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Email        | _____                                 |

### How will your customer benefit from using your product?

The benefit has to aimed at your customer and not their customer. For example, most builders don't care about saving energy. They want to be more successful by differentiating themselves.

The Benefit Our Customer Will Gain From Using Our Product is \_\_\_\_\_

The Risks Our Customer May Face From Not Using Our Product is \_\_\_\_\_

### Put It all together:

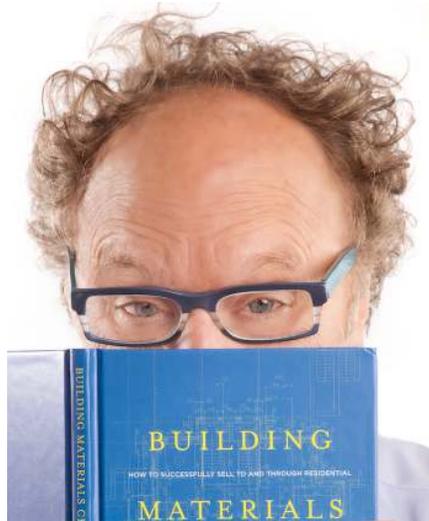
#### You Now Know Your:

1. Objective
2. Strategy
3. Competition
4. Why Customers Buy Your Product
5. Weaknesses of Competitors
6. Whether You Are David or Goliath
7. Target Markets
8. Product Position
9. Target Customers
10. Best Ways to Reach Them
11. Compelling Messages to Target Customers

**Now You Have The Answers To Build Your Sales and Marketing Plan**

## 5. Building Materials Sales and Marketing Checklist

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Contact me if you'd like some assistance and fresh thinking from a building materials sales and marketing expert with an outside perspective. How much would it be worth if you could meet or exceed your sales goals?

**Mark Mitchell**



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