

Relationship Building

Grunau Metals

Challenge: To build lasting relationships with construction companies, engineers, architects, manufacturers and developers to generate long-term business.

Target: Construction companies, engineers, architects, manufacturers and developers.

Solution: Grunau Metals, a specialty metals contractor, wanted to be included in the “considered set” of vendors for specialty metals projects, but the company lacked a system for networking. Bottom Line helped the company put a process in place by working with Grunau Metals to define specific target audiences and develop its ideal customer criteria. Our team then researched the companies and developed a database of information about them that Grunau Metals employees could later use to familiarize themselves with the companies. We also wrote primary and secondary contact scripts. Bottom Line then made preliminary phone contact with the targets, gathering additional information on their metals needs and positioning Grunau Metals as an expert in its field. A follow-up letter was immediately sent to each contact made. Next, Grunau Metals used the contact information to call qualified prospects to learn more about their specific metals needs.

When it was discovered that the Grunau Metals employees were unsure about exactly how to proceed, Bottom Line trained them on how to further develop the relationships and support each other. The team met on a regular basis with Bottom Line for coaching and additional guidance.

Outcome: Bottom Line developed a key prospecting system that Grunau Metals can eventually take complete control over. With additional support, Grunau Metals became more comfortable contacting companies. The company continues to make contact with potential customers, forming long-term mutually beneficial relationships that will lead to challenging, specialty metals work.