

PRODUCT SPECIFICATION SERVICES

Increase product awareness and sales now!

In today's competitive marketplace, getting your product seen by those that matter must be your priority.

If your product is impacted by the specification community, then our professional Product Specification Service is exactly what you need. We retain the industry's best sales engineers to present your product, in the markets you choose, directly to the A&E firms that matter most to you and your products' growth.

With a wide range of support services to help your organization establish all the necessary items required to present your products in this venue, your company will be well on its way to a very successful 2010 and beyond. We can provide marketing and printing support along with website enhancements to ensure your products are prominently placed in the market.

Why go through the process of trying to hire an internal sales engineer and the high expense associated with it? Concrete Results, Inc. places your product in front of specifiers for a fraction of what you will spend to perform the work internally, and best of all, we will get you CONCRETE RESULTS.

How Our Service Works

Companies have products that they need to get in front of the architectural and engineering community in order for them to gain market recognition. Typically, this involves hiring a very expensive professional sales engineer to perform this work.

Given today's economy, hiring might not be your best option from a cost and management standpoint. Concrete Results, Inc. manages the entire sales presentation process for you. We already have the professional sales engineers in place to get your product immediate awareness and recognition with the A&E firms that can do the most good for you. We can work with your internal marketing department to develop the sales presentation materials or you can choose to have us handle that for you. The choices are yours: you select the products we present, the markets we present them, and the level of support services you feel comfortable with.

Our goals are to increase your product awareness in the market and develop specifications of your products through the design community, that result in more sales of your products.

Concrete Results, Inc.

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Professional Sales Engineers

The key to a successful A&E presentation rests with the skills of the presenter and his understanding and relationships within the design community. We put high caliber talent to work on your behalf and place your products front and center with the design firms that have the most impact.

Maintaining your own specification sales force takes a significant amount of your management time and typically requires a support team to be built around them. After spending time understanding your needs and the efforts you choose, we take on the daily management activity of our sales engineers and provide you with important activity and informational reports.

Concrete Results, Inc. is an AIA CEU Provider. This means that A&E firms and their employees can earn valuable and required AIA CEU credits by attending our presentations. The result... they actually want and need to have us make presentations and tell them about your products!

Immediate & Cost Effective

We can have your product set up and in front of the design community in short order and do it for about 35% of what it would cost you to do it internally. No need to add staff or take months researching the A&E landscape. You will experience a dramatic reduction in travel expenses related to these sales calls since many of our professionals are in your target market.

Flexible Service Plans

Our basic program includes initial review of your presentation material, interviews with key management personnel to fully understand your goals and objectives, and of course, presentations made to the design community.

You have the ability to add services that compliment your level of activity and the depth to which you seek to have your product presented.

Options include national or regional coverage, level of presentation activity, assistance in creating A&E binders and electronic hand outs, assistance in updating web content for easy access by the design community, electronic or paper direct mail campaigns to targeted A&E firms, and much more.

You select the plan that works best for you and we'll do the rest!

Immediate Opportunities for Sales

During the course of our presentations, we often discover a project being designed that has the potential for an immediate sale. These leads are passed directly back to you to decide on how to proceed with the project.

You have the option to take over the sales lead and work it internally, or if you choose, we can have our sales engineer follow through with the project and attempt to secure the sale for a small commission.

The lead costs nothing if you choose to work it with your own sales team!

*Start Seeing
Results Today!*

**Professional Presentation
& Immediate Opportunity**

**Call 678.449.5404 today
for more information or to
schedule your appointment!**