Aligning Work Acquisition Systems to the Construction Market

5. Training
- Cultural Changes
- Marketing & Sales Differentiation
- Unique Selling Points & Tangible Evidence
- Lead Tracking Through Technology

4. Organizational
- Estimators for Project Leads
- Marketing Department
- BD Personnel for Sales
- Pre-Construction

3. Work Acquisition Pipeline
- Market Share Targets
- Customer Databases
- Tool Deployment
- Budgets

2. Company Strategy
- Geographic Positioning
- Targeted Market Segments
- Project Selection Criteria
- Volume Goals

1. The Market
- Market Segment Volumes
- Corporate Building Programs
- State & City Economic Activity
- Past Job Performance

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