

CONSTRUCTION SUB BIDDING & AUTOMATED SALES MACHINE ROADMAP

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GROWTH PRINCIPLE #1

Unique Selling Proposition (U.S.P.) and Target Audience

1

SEPARATE YOUR COMPANY FROM THE COMPETITION

KNOW EXACTLY HOW MUCH MONEY YOU WILL MAKE!

2

GROWTH PRINCIPLE #2

Bidding & Lead Strategy. Mission-Vision. What does success look like?

GROWTH PRINCIPLE #3

Adapt or Fail! Trend analysis. Competition evaluation.

3

HOW TO WIN!

WIN AT LEAST 6-10% OF YOUR BLIND BIDS

4

GROWTH PRINCIPLE #4

Lead Generation. Pricing Strategies. Proof of U.S.P.

GROWTH PRINCIPLE #5

Sales techniques. Marketing. Using your super-powers to close sales.

5

CLOSE MORE SALES

DETERMINE YOUR SUCCESS BEFORE YOU START!

6

GROWTH PRINCIPLE #6

Bidding process is an operation, not an activity. Manage to Key Performance Indicators (K.P.I.s)

GROWTH PRINCIPLE #7

Project Management & Customer Service is Critical!

7

BEST IS THE STANDARD

Applying My 7 Automation Principles is How I Turned \$13,500 in Lead Subscription Fees into \$13,000,000 in Sub-Contractor/Manufacturer Sales in Less Than 3 Years!

I developed this automated sales system to help a start-up commercial product manufacturer grow sales rapidly. I learned quickly how to turn lead data service systems into revenue very quickly. Including Construct Connect, one of my favorite subscriptions.

I set up an extensive tracking system on the bids and built a successful KPI matrix. I then built the business and employees to produce around the KPIs. It worked perfectly!

Over time, my more personal sales approach with the customer won us the contracts and closed a lot of big deals. We were well on our way to exponential growth in about 4 months. Our first year alone I generated over \$1,300,000 in sales with an average ticket size of \$250,000. In the third year, our average ticket was about \$1,000,000. That's average. I had several contracts worth over \$2,000,000. All this during the "Covid" period.

Let me show you how I can help you create an automated selling system using services like Construct Connect!

I look forward to hearing from you soon!

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