

FounderScale Develops Comprehensive Sales Enablement Solution for Perry Construction Management

At a glance

CHALLENGES

- Optimized Website
- Need for a redesigned Sales & Marketing Strategy
- Resource Constraints
- Need for Ongoing Content Creation

BENEFITS

- Unique Sales Content
- Multimedia Assets
- Website Sales Conversion
- Business DEV Infrastructure
- Sales Aligned with Content

"FounderScale allowed us to accomplish a lot using just one company. Our explainer video, new website, and blog were all coordinated simultaneously, instantly giving us a more professional look for clients. We've already started to see some leads based on our efforts. Josh and his team's concierge sales services are exactly what business owners need as they begin to scale." -- Ron Perry, Owner

THE CHALLENGE

Perry Construction Management, an innovator in capital expenditure projects, has earned a proven track record for delivering full-scale Construction Manager (CM) solutions to Fortune 500 companies around the country. A leader in CAPEX projects for food and beverage manufacturers, Perry Construction Management, earned consistent market share without a structured sales and marketing outreach program to solicit new business. Instead, since its launch, the company prioritized service excellence and client satisfaction at every job site. As a result, Perry Construction Management was able to leverage established brand reputation and word-of-mouth referrals from prior and current customers to earn new CM opportunities.

Perry Construction Management owner, Ron Perry, recently recognized the need to expand its existing sales efforts to scale with its growing operations. Perry sought out a third-party provider to enhance sales initiatives within the organization. "At Perry Construction Management, reputation and referrals have always been our two biggest selling resources," Ron said. "However, over the last several years, we've started to grow our enterprises and infrastructure. We wanted to develop a personalized selling strategy with a structured outreach component that would help us amplify and accelerate our current footprint within the food and beverage CAPEX market. FounderScale was able to do just that; providing the sales enablement tools needed for our team to sell more, without overextending our internal sellers."



 Perry Construction Management

 Construction

 Atlanta, GA

 www.perrymgmt.com

THE SOLUTION

Perry Construction Management partnered with FounderScale to create customized sales enablement materials explicitly designed to help the company gain momentum within the capital expenditure vertical. Led by owner Josh Sweeney, FounderScale understands the distinctive growth needs of businesses where founders are typically too busy to focus on spearheading sales and marketing initiatives. "At FounderScale, we take a deep dive into our partners' sales operations to analyze its current resources and strengths," Sweeney noted. "We use this insight to develop a sales approach uniquely suited to each client's specific needs for optimized results. Most importantly, once integrated, our strategies build out a business development infrastructure that takes the friction out of selling and helps close deals faster."

Josh and the FounderScale team collaborated with Perry Construction Management to pinpoint the company's sales assets, materials, processes, and potential gaps to create a comprehensive sales enablement strategy for the CAPEX construction enterprise. FounderScale used aggregated intelligence to create a complete sales enablement solution, leveraging multiple strategies and innovations. **Some of the updates made include:**

WEBSITE SALES CONVERSION ENHANCEMENTS

The first step in FounderScale's strategy for Perry Construction Management included enhancing the website from a great marketing resource to a sales resource. The site was re-skinned and utilized refreshed, optimized copy. Once the site was complete, FounderScale included several sales enablement components designed to encourage view conversions, such as case studies, which showcased Perry Construction Management's successes in the marketplace, and call to action buttons for contacting the team or scheduling an appointment.

SALES CONTENT

FounderScale developed a series of content for Perry Construction as part of the sales enablement initiative. The company's articles are an organic sales component that satisfies several business development requirements. Each post is designed to address specific problems engineering, plant, operations, and sanitation managers face throughout every phase of CAPEX construction projects. By developing content that addresses top industry challenges, Perry Construction Management can target a designated demographic, establish itself as an industry authority, and drive overall active engagement.

EXPLAINER VIDEO

Finally, FounderScale created an explainer video as a content asset for Perry Construction Management. Approximately one minute in length, the explainer video offered viewers a concise narrative that outlines the Perry Construction process, differentiators, and overall impact on CAPEX engagements. The video reinforced other integrated sales messaging, and can be quickly sent to prospects and clients to support brand identity within the marketplace.



"ONE OF THE BIGGEST BENEFITS OF WORKING WITH FOUNDERSCALE FOR SALES ENABLEMENT SERVICES IS THAT I'VE RECEIVED A CENTRALIZED RESOURCE TO MANAGE ALL OF OUR OUTREACH NEEDS"

RON PERRY,
PERRY CONSTRUCTION

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THE RESULTS

Perry Construction Management's sales enablement program was recently implemented across the company's operations. However, the initiative has already yielded several essential results. Message consistency can play a critical role in strengthening brand identity and recognition with both prospects and existing customers. FounderScale's integrated enablement campaign has aligned all of Perry Construction Management's sales and marketing efforts to ensure uniformity across client-facing engagement.

Additionally, FounderScale's strategy expanded Perry Construction Management's outreach by utilizing several new digital components. Online pages and articles can help organizations gain traction as a subject matter expert as well as build its consumer network. The newly launched blog, as well as a consistent social media presence on platforms such as LinkedIn, allows the CAPEX company to stay firmly planted on the radars of buyers throughout the vertical.

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Finally, FounderScale's sales enablement initiative for Perry Construction Management streamlined outreach efforts, providing a consolidated source for its sales and marketing campaigns. "One of the biggest benefits of working with FounderScale for sales enablement services is that I've received a centralized resource to manage all of our outreach needs," said Ron. "FounderScale allowed us to accomplish a lot using just one company. Our explainer video, new website, and blog were all coordinated simultaneously, instantly giving us a more professional look for clients. We've already started to see some leads based on our efforts. Josh and his team's concierge sales services are exactly what business owners need as they begin to scale."

