

EXTRA! EXTRA!

GIVE YOUR SALES TEAM SOMETHING TO SEND.

Before the meeting. After the handshake.
When somebody asks, 'What do y'all do?'

A WEBSITE THAT GETS TO THE POINT.



What you do. Where you work. Who you help. How to reach you. Give the next buyer a clear place to start.

Service pages • Capabilities • Contact paths

CONTENT WITH SOMETHING TO SAY.



Turn your people, equipment, and everyday work into company posts and visuals that explain why a buyer should pay attention.

Company posts • Equipment spotlights • Project stories

SALES SHEETS THAT DON'T NEED A SPEECH.



Give each service a clear, useful piece your team can hand over, email, or leave behind. Help the buyer explain it to the next person, too.

Service sheets • Capability decks • Event handouts

BUYER RESEARCH. WITH A POINT.



Identify companies and relevant decision-makers around the service and territory you want to pursue, with context your sales team can use.

Target companies • Relevant contacts • Reasons to reach out

EDITOR'S NOTE

'We do everything' is a tough sales pitch.
Let's start with what you want to sell more of.

WHAT HAVE YOU GOT THAT NEEDS MORE WORK?

A truck. A crew. A machine shop. A rental fleet.
A service more buyers should know about.
Tell us what you want to put in front of them.



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KNOW A GOOD COMPANY THAT'S TOO HARD TO FIND?

PASS THIS ALONG.