

Tucker Door & Trim, Monroe, Georgia

A FREE CHECKLIST FOR BUILDING INDUSTRY COMPANIES

BEFORE THEY CALL.

The questions buyers ask before they pick up the phone. Can your company answer them?

GRIT BLUEPRINT

HOW TO USE THIS

Buyers check you out before they ever call. They look at your website, your photos and your people. If they can't find answers, they may call someone else. Read each question the way a new buyer would. Check the box only if they could find the answer on their own.

WHAT YOU SELL

- [ ] **WHERE DO YOU FIT?**
  A new buyer can tell what kind of company you are and who you serve.

- [ ] **WHAT DO YOU CARRY?**
  Every line and service you want to sell more of has a place on your website.

- [ ] **WILL THIS PRODUCT FIT MY JOB?**
  Each main product has a page that says where it works best.

- [ ] **DO YOU SERVE MY AREA?**
  Your website says where you work, in plain words.

WHY YOU

- [ ] **WHY SHOULD I CHOOSE YOU?**
  You can say it in one sentence. Your website and your salespeople say the same thing.

- [ ] **HAVE YOU HANDLED A JOB LIKE MINE?**
  You have real project stories, with real photos, ready to send.

- [ ] **IS THIS PART OF THE COMPANY I KNOW?**
  A new division looks like it belongs to you.

- [ ] **HAVE I SEEN THIS NAME BEFORE?**
  Your name and colors look the same on your trucks, website, social posts and booth.

THE PEOPLE



The Cofer Brothers team, Metro Atlanta

- [ ] **WHO WILL I WORK WITH?**
  Buyers can see the real people on your team, not stock photos.

- [ ] **DO THEY KNOW THIS BUSINESS?**
  Your leaders share what they know, in their own words.

- [ ] **CAN I SEE THE WORK?**
  Real photos show your yard, plant, showroom or finished jobs.

THE NEXT STEP

- [ ] **WHO CAN HELP ME WITH A QUOTE?**
  The way to ask a question or get a quote is easy to find on every page.

- [ ] **WHICH OPTION SHOULD I CHOOSE?**
  You have a short answer, or a short video, for the question buyers ask most.

- [ ] **WHAT CAN YOU SEND ME?**
  Your sales team has something useful to send after a meeting.

COUNT YOUR CHECKS.

There are 14 questions. How many could a new buyer answer on their own?

1. Start with the section that has the fewest checks.
2. Fix one thing this month.
3. Come back and check again.

WHEN YOU'RE READY FOR HELP

Grit Blueprint plans and makes websites, photos, video and sales tools for building industry companies. When you have a project and a budget for it, book a free call with Stefanie Couch.

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