



Business development services for manufacturers and service providers who want to reach the commercial real estate and construction marketplaces—we help you find the right facilities management prospects faster, easier and more cost-effectively.

| Service | Description |
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| Commercial, Institutional and Industrial Building Data | Our database of owners and the commercial, industrial and institutional buildings they own and manage in more than 250 metropolitan areas in North America, segmented into 8 major vertical building categories, with information on building management companies and the original designing architects and engineers. |
| Trained Professional Salespeople & Analysts | Our facilities-focused sales staff can help field-test sales strategy, open new markets, expand territory, lift response to slumping products, and support marketing initiatives. |
| Business to Business Telemarketing | A core service of AllFacilities, Inc., our highly experienced call center professionals have the specialized skills and programs to conduct an outreach campaign to customers, prospects and other stakeholders to qualify, educate, recruit and cross-sell. |
| Internet Research | Our search experts expand your territory by building intelligence about a particular vertical sector. We can quickly and accurately uncover decision-makers and opportunities and then help integrate this data into campaigns and reporting. |
| Qualifying, Educating and Branding Programs | Our product launch programs “defrost” a market, uncover market intelligence and sales opportunities, and reduce product launch marketing costs by generating revenue while field-testing strategy and educating prospects. |
| Appointment Setting Programs | AllFacilities can search for new prospects to hand-off to salespeople, including an Appointment Setting phase to qualify and schedule interested prospects; a Cross-Selling phase to get current customers to re-order and expand; and partnerships with distributors and contractors to help them bring in customers. |
| Seminar and Webinar Recruitment | AllFacilities event recruitment helps increase attendance, brings more new and qualified prospects to your location or on-line event, and improves your market intelligence on which customers and prospects are most interested in your events. We also do post-event follow up to attendees and no-shows to pull in additional opportunities. |
| Database Development | We can help analyze your existing data, supplement it with our own data, and purchase data to integrate into your prospect database. Then we can scrub, organize and enhance the data with additional information that can help improve a business strategy. |
| Data Management | We help marketing and sales build and manage prospect and customer data off-site more easily and quickly than they can manage the data themselves. Companies get licensed access to query AllFacilities data and to use the database to build campaigns. |
| Marketing Research and Customer Research | Our firm can help produce quantitative data collection and analysis of the architectural, engineering, contracting, facilities markets. |
| 800# Inquiry Handling | Our inquiry staff can handle technical and marketing inquiries about products, services, events and more. We provide expert reporting and first-call resolution that turn live calls into active sales. |
| Lead Management | We get the right information to fulfillment, marketing, credit, sales, and service including sorting through and qualifying the best leads and passing them quickly and efficiently to the right people for handling. These higher-quality leads result in higher revenue from a lead generation program. We also help modify lead source budgeting with feedback on good and bad lead sources. |
| Fulfillment | We combine lead management and fulfillment to deliver higher quality leads at a lower cost, use less inventory of supplies and stay closer to the process, giving a corporate marketing department better data and reporting as well. |
| Direct Mail | We help with project management of traditional direct marketing campaigns to ensure that mail drops, phone follow up, 800# inquiries and questions and reporting are all handled at a single point of entry. |
| Strategic Planning and Integrated Marketing | Our integrated marketing programs incorporate sessions to review corporate strategy and ensure that programs and strategy continue to remain in alignment. We also help communicate strategy and program performance to senior management. |
| E-mail Marketing | Since we know the facilities and commercial construction markets intimately, we can deploy messaging that decision-makers read and act upon. We can also be a single point of contact for building email databases, controlling messaging and reporting on results. |
| Trade Show Pre- and Post-Event Support Services | We use your marketing department’s event calendar to optimize event budgets, to contact regional prospects and customers before the event, and to set up one-on-one meetings and demonstrations either before or during the event. We also provide a single point of contact for post-event follow-up, fulfillment and reporting. |
| Sales Lead Follow Up and Transactional Support | Our transactional support services ensure that all leads get resolved. Through our timed process, we test and measure lead follow-up, report on revenue generated, and identify sales gaps that can be corrected. |
| Customer Retention | Our clients turn to us for contract renewals, customer satisfaction annual reviews, and cross-selling to smaller facilities, construction and AEC customers. Through phone outreach, e-mail marketing and transactional documentation to large numbers of your small- to mid-size customers, we help improve customer retention, customer data quality and customer experience. We service these customers more cost-effectively while giving them the level of service they need to stay satisfied. |
| Warranty/Service Contract Acquisition and Retention | We can help improve retention rates and drive more customer revenue on service contracts and warranties through our proven inside sales process. |
| Identifying and Tracking Capital Budget Opportunities | We contact targeted facilities managers and owners in any vertical sector to uncover and qualify true capital budget planning and identify the key account decision groups for these opportunities. We help identify major renovations, expansions, moves, upgrades, retrofits, modernizations, and other changes to ensure your products are specified during the right timeframe. |
| Identifying and Tracking Energy Efficiency Planning Initiatives | AllFacilities uncovers and qualifies true energy efficiency planning and opens doors for your salesforce to meet with key account decision groups. We identify Energy Efficiency Initiatives from major performance contracting, self-funded and exploratory steps before renovations to expansions, building envelope adjustments, government-funded initiatives, and more. |