

For sales and marketing teams in the construction industry, keeping up with the trends and times is just as important as it is for materials and design professionals. Earning 2% to 3% profit margins (compared to an average of 20% in other industries) isn't sustainable for most companies, especially after the last two years.

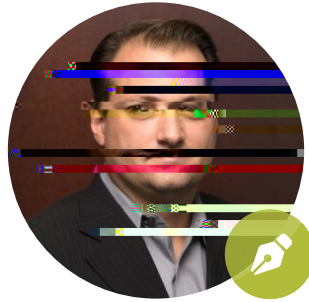
Buyers' expectations are trending toward tailored experiences, making the push toward digitization and customer-centric solutions more important every day. The firms that were successful while construction slowed and material costs skyrocketed put a powerful emphasis on streamlining sales and marketing. They built out solutions for virtual sales and digital presentations that helped them lower downtime, cut costs and bolster their closed-won deal buckets with less effort.

Recognizing this emerging demand, information technology and software companies began to include solutions tailored for the construction industry. Immersive virtual presentations, data and analytics features, CRM integration, cloud-based content studios, and full-stack B2B integrations offer the ability to increase effectiveness at every stage of the sales cycle. Virtual presentation platforms where sales and marketing work together in real-time offer a single source of truth that allows users to predict desires and find new buyers. For those willing to accept a digital transformation, rapid evolution gives them an edge. The ability to act quickly and decisively results in a flexible, scalable model for growth.

The first step is understanding what a firm's "tech stack" is

made of. For sales and marketing, it's every application, piece of software or technology that's used to improve operations. It's the CRM, the design programs, email/messaging platforms, video chat software, social media automation—any and all operations that a team uses on their desktop, mobile, or tablet to get the job done.

Once a firm knows what its tech stack is composed of, it can look for weak spots. The most efficient way is to track competitors and work from there to meet or exceed their efforts. Firms should focus on new ways a business can cut through the noise, and differentiate themselves from competition, starting from the ground up: pitching and winning bids.



Abstract

Written by Cory Factor, who is president of [Sportsdigita](#). As a lifelong technology leader, Factor was previously the CEO of MinuteBids for more than five years and the CTO of Entrip, Inc. where he grew each organization respectively through his leadership abilities and commitment to the SaaS model. Factor specializes in helping organizations grow by deploying the proper technology strategy, product roadmap and leadership model.

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