

Prospecting Strategies: Approaching Architects

Video Script



Get conversational tips you can use the next time you're meeting with an architect. [VIEW VIDEO NOW](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

Nick Miller, Clarity Advantage, welcome back.

This time, two minutes on designing conversations with architects.

It's an interesting business. On the plus side, increasing demand for services as commercial construction expands. More green building, both new and retrofit.

On the other side? Increased competition from US and off-shore firms. Liability lawsuits – claims are increasing. And staffing – finding qualified architects.

Opportunities for banks?

First, lines and loans – to cover cash shortfalls between progress payments... to pay for new computer technology... to fund investments in new certifications and marketing... and for liability insurance payments.

So that's loans and lines. Second, cash management.

Small firms can lack the people or processes needed to manage collections and payments. Receivables can run 90 days. Firms may need help separating retainers and payments for their clients.

Third, business services such as online banking, ACH, and payroll to save back office time.

So, how do we design conversation?

First, on the revenue side, ask: What market segments does your firm serve? Do you have a specialty? Are you seeking to diversify? How do you generate new work? How much of your business is private sector versus government bidding? And, how much of a roller coaster are you riding in your backlog?

On the delivery side, we can ask: How do clients pay you? How do you separate and track client funds? How do you manage your cash position? How do you make your payments? How do you fund your expenses between progress payments? And, what sorts of investments are you planning in the next 12 months?

How to find architects?

Online, of course, and through builders and contractors. They go hand in hand. Ask your contractor clients or friends who they work with and ask for introductions.