

# Top 10 Ways AI Enhances Building Product Manufacturer Success



## Best Practice Solutions

Salesforce AI has transformative potential for the Building Products Manufacturing space, redefining how companies could approach key challenges. Here's our vision of how AI could reshape the landscape of Building Products starting with your everyday operations.

### Mastering the Game of Specifications

Struggling to navigate the labyrinth of turning project specifications into product wins?

You're not alone. Complexity and a paper storm plague the spec process, leading to delays, errors, and missed growth opportunities. But what if there was a way to streamline this intricate journey? The power of the Salesforce AI platform could give you the edge to win the game of specifications.

#### 1 Focus on the Right Specifiers:

This is essential for ensuring that your product is effectively positioned and selected for inclusion in a project. By ingesting data from sources like ConstructConnect and Dodge into Salesforce Data Cloud, you can fully leverage this information. Salesforce segments and analyzes data to target valuable specifiers, helping you secure meetings and position your products effectively. This removes guesswork and provides targeted Architect or Engineer lists for maximum impact.

#### 2 Build a Targeted Database Quickly:

Useful data sources are everywhere, even outside your organization. Parsing through project documents can reveal details about requirements, specifications, timelines, and stakeholders. Salesforce Einstein captures these essential details and integrates them into Salesforce.

Extend your reach beyond your organization to maximize potential. News articles, industry publications,

and project-related websites are rich information repositories. Use Einstein Relationship Insights to analyze external sources for details on upcoming projects and industry trends, maximizing your data utilization from the vast information on the web.

#### 3 Mine Those Plan Rooms:

Plan rooms are rich with potential sales opportunities but are often filled with complex documents. We believe Salesforce AI and Einstein Analytics could enhance this process by reviewing plans, drawings, specs, flagging leads, and analyzing market trends overall. This could replace hours of manual work and uncover easy-to-miss opportunities.

### AI Accelerates Your Territory Sales Reps

#### 4 Make Office Days Count:

AI could automate the planning of customer visits for the week ahead, transforming how office days are managed. This would ensure your sales reps use their time more effectively, scheduling meaningful face-to-face interactions with key clients.

#### 5 Boost Field Productivity:

Imagine a seasoned sales rep hustling between client meetings. Every second in the field matters, but is each moment truly optimized? Timely suggestions for side trips fill any schedule gaps, turning downtime into valuable opportunities.

## 6 Smart Store Visits:

Assess planograms and devise comprehensive to-do lists for store visits. Help your sales reps maintain organization and focus on essential tasks, ensuring visits are both productive and aligned with strategic objectives. By executing these tasks efficiently, reps can maximize the impact of each store visit, resulting in higher sales.

## AI Yields Predictive Insights to Maximize Sales Rep Impact

## 7 Actually Use Customer History:

A sales rep can now handle accounts with remarkable precision. By analyzing past sales data and account profiles, AI generates tailored to-do lists that prioritize high-impact actions and opportunities. This approach helps reps stay ahead of potential issues and capitalize on growth areas, resulting in more effective account management and stronger client relationships.

## 8 Catch Negative Trends Early:

Identifying negative trends before they affect the bottom line can be challenging. By analyzing data trends and patterns, AI excels in spotting early warning signs of potential issues. Sales reps can now take proactive steps and address concerns before they escalate, and implement solutions that preserve both profitability and customer satisfaction.

## 9 Discover Growth Opportunities:

Finding hidden growth opportunities amidst the competitive market can be daunting. AI can unveil these “white space” areas where expansion is possible, providing valuable insights into unexplored segments. This allows sales reps to strategically target new business areas, thereby increasing overall sales and fostering substantial business growth.

## 10 Personalize Your Sales Tactics:

Crafting personalized engagement strategies for each client interaction can be complex. AI steps in to offer tailored recommendations and scripted approaches that align with specific opportunities. This guidance helps sales reps refine their tactics, ensuring every client interaction is optimized for success.

We've seen Salesforce AI first hand, and know it has the potential to transform the building products manufacturing industry, offering innovative solutions to its most pressing challenges. By integrating Salesforce AI into your processes, you could unlock a new level of efficiency and productivity that can propel your business to new heights. As the landscape continues to evolve, those who utilize the power of AI will be the ones leading the charge, setting new standards, and achieving success. Ready to increase productivity by 29%? [Click here to schedule some time with our Manufacturing sales expert.](#)



### Foster Cross-Collaboration

Data visibility isn't just for the sales team. Integrating and sharing customer data enhances collaboration and efficiency across your organization. Reduce service calls by empowering Sales with the data they need to answer customer questions. Share this data with service reps to make handling customer inquiries easier, faster, and more proactive. Marketing can also use sales data to create targeted campaigns to re-energize dark accounts or promote specific product categories.



### Boost Sales Efficiency With Salesforce

Now that you have a strategy in mind, here are the best Salesforce products that can help you make this vision a reality.



### Data Cloud/AI

Contributes by providing intelligent insights, predictive analytics, and data-driven decision-making capabilities, enhancing overall efficiency and project outcomes

By integrating departments and fostering a no-silo approach, you create an environment of digital transformation. A smooth, data-driven sales process doesn't just enhance your sales team's performance — it's a game-changer for your entire business.

## Transformation Starts Here

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