

Acquire, Retain &  
Grow Your Customers

# Sales and Marketing Challenges in the Construction Industry and How to Overcome Them



# Introduction



Unlike many other sectors, the construction industry operates in a complex environment with long project cycles, high competition, and significant reliance on relationships and reputation.

Many companies struggle to generate and nurture leads effectively, track sales pipelines, and ensure alignment between sales and marketing efforts. These issues can lead to missed opportunities, inefficient processes, and reduced profitability. This white paper explores the most pressing sales and marketing challenges facing the construction industry today and provides actionable strategies to overcome them.

# 7 Sales & Marketing Challenges



1. Finding New Prospects: How to Use Artificial Intelligence in Prospecting
2. CRMs are too Complicated: What if Your Team Lacks Advanced Digital Skills in the CRM Space?
3. Long Sales Cycle: Complex Bidding and Proposal Processes
4. Client Relationship Management: Tracking Customer Interactions Understanding Relationships Between Contacts
5. Inability to Track ROI on Marketing Efforts
6. Tracking Leads and Opportunities
7. Lack of Visibility of Sales Pipeline: No Marketing and Sales Pipeline Dashboards



# 1. Finding New Prospects: How to Use Artificial Intelligence in Prospecting

## How Does Avid CRM Use AI to Drive Your Prospecting?

- The AI Powered Prospecting, Contact Management and Sales CRM module on Avid CRM.
- Generating a steady stream of high-quality leads is a challenge, as construction companies often rely on word-of-mouth, referrals.

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### AI-powered solution For Prospecting and Contact Intelligence

- Create Contacts from Emails, LinkedIn, and Websites
- See Relationships with Contacts
- Search over 280 million contacts for highly targeted prospecting

### Relationship intelligence

- See who knows who, how strong the relationship is, and your path to a warm introduction

### Prospect Discovery

- Access 270+million contact email addresses and 120+million cell phone numbers

### Web Traffic Intelligence

- Unlock the anonymous companies that are visiting your website



## 2. CRMs are too Complicated: What if Your Team Lacks Advanced Digital Skills in the CRM Space?

### **What if your team is unable to handle advanced CRMs that feature complex automations?**

What if there is not time to train and educate your sales and marketing team and you want a CRM that is easy to understand and implement throughout your organization?

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**Avidian will assign an Implementation Team consisting of the Project Manager, IT Resources and Account Manager.**

Many construction companies focus heavily on operations and technical execution, often lacking dedicated marketing teams or expertise to create effective campaigns.

Avidian CRM features a human support team that is available by telephone. You will not have to worry about hoping a chatbot is programmed with your issue, a support thread has your issue or there is a document on a website that can help.





Faster Sales

# 3. Long Sales Cycle: Complex Bidding and Proposal Processes

## Campaign Manager

Companies frequently submit bids or proposals that require detailed information and coordination across teams.

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Lives in Outlook and this means no bouncing between applications to manage your Contacts and Email Marketing.

Track key information about your campaigns. See Open Rates, Click Through Rates, and Delivery Rates

Create Email Templates and Set Cadence

Winning

# 4. Client Relationship Management: Tracking Customer Interactions Understanding Relationships Between Contacts

## Campaign Manager

Maintaining strong, long-term relationships with contractors, developers, and other stakeholders is vital but requires consistent communication and personalized follow-ups.

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Allows you to target lists of Contacts, Companies or Opportunities

Track key information about your campaigns. See Open Rates, Click Through Rates, and Delivery Rates

The Campaign Manager allows you to create a series of emails with different audiences, timing, and cadence for sending.



5. Inability to Track ROI on Marketing Efforts

6. Tracking Leads and Opportunities

7. Lack of Visibility of Sales Pipeline: No Marketing and Sales Pipeline Dashboards

### Management Dashboard

- Tracking the return on investment (ROI) for marketing activities, such as trade shows, email campaigns, or digital ads, is difficult without proper tools and analytics.
- Many companies struggle to keep a clear overview of their pipeline, leading to lost opportunities or ineffective prioritization.

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Avid CRM has dashboards to track progress and give answers to every ROI sales and marketing question you may have.

Dashboards provide insight into sales reports and revenue project

ROI presented in clear view to company leadership allowing for more accurate projections





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