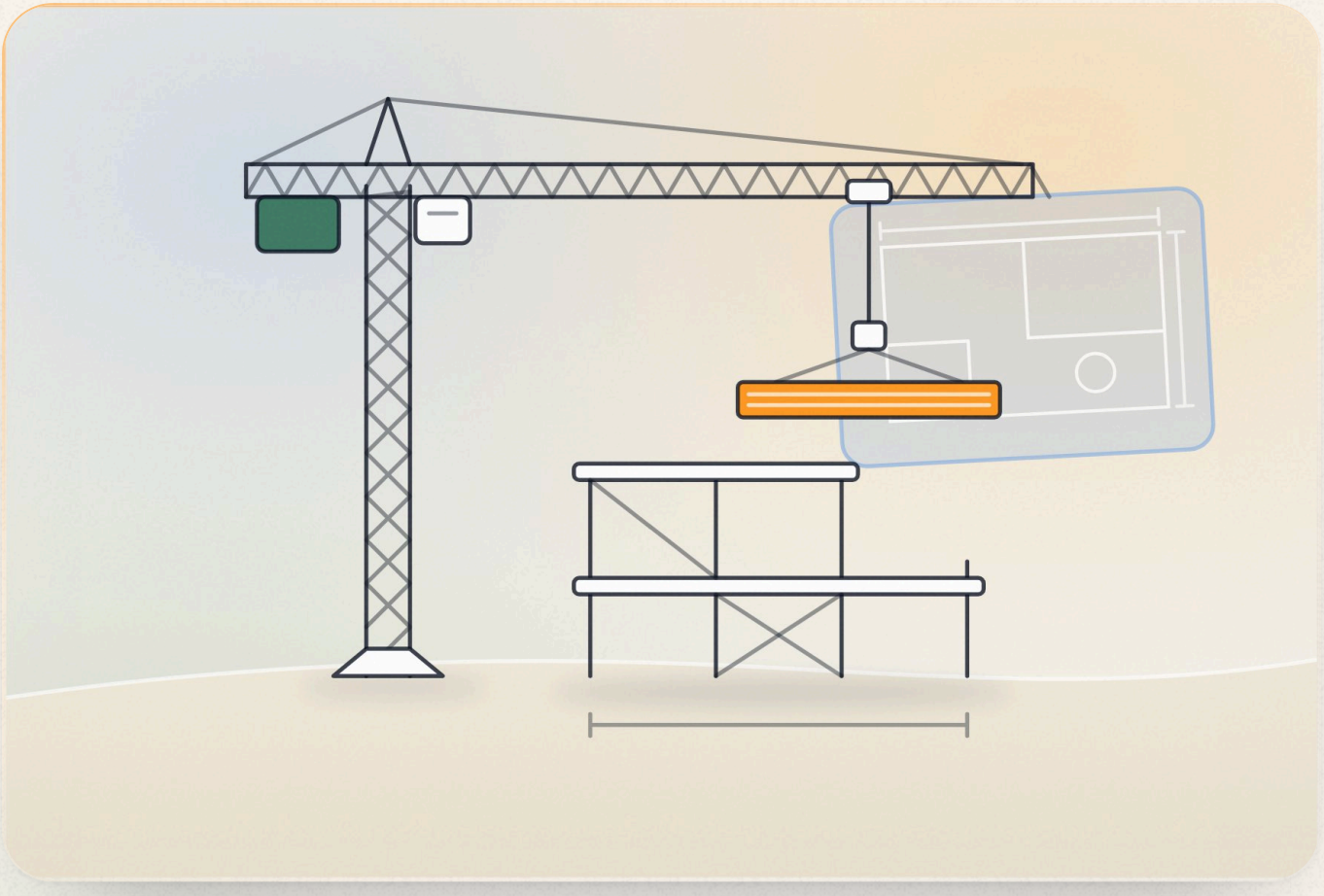
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DOCUMENT

GROWTH TEAM · SECTOR FILE

Engineering, contracting & construction technology · sector file

Project and procurement decision-makers at developers and contractors, timed to awards and new projects.



NOTE Slow sector · longer buying cycle

DATE	VERSION	LANGUAGE	PAGES
3 November 2026	v3.0	English	6

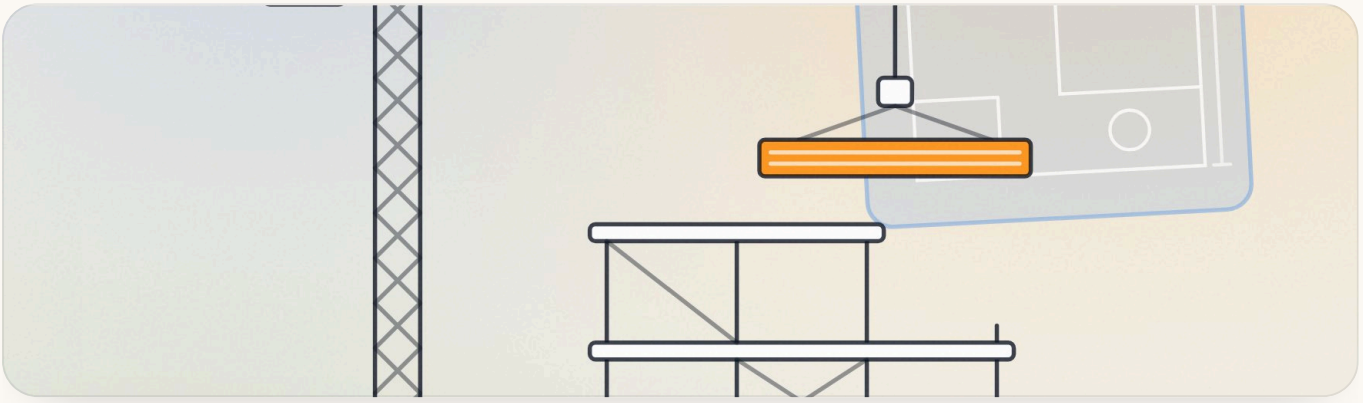
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01 ENGINEERING, CONTRACTING & CONSTRUCTION TECHNOLOGY · SECTOR FILE

Outbound sales development for engineering, contracting and construction-technology companies

CORE SECTOR | FROM OUR SECTOR STUDY · OCTOBER 2026 | SLOW SECTOR · LONGER BUYING CYCLE

Project and procurement decision-makers at developers and contractors, opened at the moment of an award or a new project, and counted only when they attend.



Project and procurement decision-makers at developers and contractors, timed to awards and new projects.

What holds sellers back here

- Work arrives through tenders and relationships, with nothing proactive between them.
- Project directors and procurement managers are on site, not at a desk.
- Awards are public, but by the time you hear of one the shortlist is closed.
- Subcontractors and suppliers depend on two or three main contractors.

Who works your accounts

A contracted delivery network: a named team of 5 plus a team lead, dedicated to you and led by your dedicated account manager, native-English callers in US business hours.

A person makes every call. Every message is approved by a person.

20
closing-ready meetings in every delivery month

2
closed deals within 30 days of the first meeting

USD 450
per accepted meeting · nothing upfront in month one

18 of 20
qualify at minimum, else replaced or refunded in cash

02 WHO IT FITS · WHO DECIDES

The profile we target, and the people in the room

The profile below is the starting point of your Day 1 kick-off. Your dedicated account manager turns it into a written, approved ICP for your offer.

Ideal customer profile

Profile	Who it fits in this sector
Company	Engineering consultancies, specialist contractors and subcontractors, building materials, equipment and systems suppliers, construction-technology software (project, site and BIM tools) and facilities-management providers
Offer	A proven offer
Deal value	A **minimum deal value**, set with you at onboarding, at which a signed contract or a first invoice paid counts as a closed deal; set it where two deals matter to you
Selling to	Private developers, main contractors and operators across the United States
Out of scope	Buyers that are only government entities are out of scope for the guarantee
Not a fit	B2C offers, products not yet launched, buyers reached only through public tenders, offers with no one on your side to attend meetings, or a minimum deal value too small for two closed deals to matter to you.

Decision-makers we reach

#	Title	Counts under criterion 1 as
01	Projects Director / Project Manager	Budget decision-maker (criterion 1)
02	Procurement & Contracts Director	Budget decision-maker (criterion 1)
03	Commercial Director	Budget decision-maker (criterion 1)
04	Development Director	Budget decision-maker (criterion 1)
05	Chief Operating Officer	Budget decision-maker (criterion 1)
06	Facilities Director (operations-phase offers)	Budget decision-maker (criterion 1)

Government-only buyers are out of scope, so every title above sits at a private developer, main contractor or operator.

A slow sector, the same guarantee.

Construction buying follows awards and committees, and the cycle is long: about 134 days (Focus Digital, 3 Jul 2026). This sector is accepted only through the same eligibility gate, with two markets allowed, and no reduced guarantee.

03 SIGNALS · METHOD

When to call, and how we work the sector

The platform tracks these events across your account base and puts the signal that makes now the right time on the research card before every contact.

Buying signals we track

- Project awards and building permits
- New site starts and groundbreakings
- Hiring project managers and estimators
- Bonding and financing announcements
- Public-infrastructure programs
- Safety and construction-technology certifications

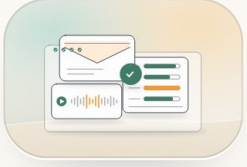
Signals indicate probable demand, not a guaranteed intention to buy.

How the Growth Engine applies here

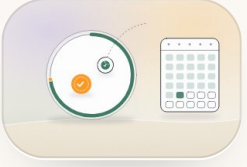
1. **Day 1 · Private base**
   Government-only buyers are excluded from the account base.
2. **Every week · Live projects**
   The Signals Radar follows awards and project announcements; the account list is rebuilt around live projects.
3. **Phone first**
   Calling reaches people who are on site; short personal emails confirm the meeting.
4. **Committees**
   Where a committee buys, influencers you pre-approve count.
5. **Counted meetings**
   Every meeting counted is with a private decision-maker who can award work.

> “We saw [developer or contractor] was awarded [project]. Teams at that stage usually need [capability or package] within the first quarter. If [category] is still open, 20 minutes with [your company] would show you our capacity and references.”

Sample opener angle · illustrative, not a script



The evidence folder per meeting: brief, the prospect's e-mail, recording reference, scorecard.



The 30-day clock for two closed deals starts at the first delivered meeting.

04 CRITERIA · REPORTING · NEXT STEP

What counts, what you see, what comes next

The four criteria, applied

#	Criterion	What it means, with its evidence
1	**The budget decision-maker is in the meeting**	The person who can approve the spend attends, or a delegate named in writing; the mandate is confirmed on the call.
2	**Need and timing confirmed on a recorded call**	The prospect states, in their own words, the problem to solve and when they intend to decide; the recording reference is attached.
3	**The prospect received your offer summary**	A one-page summary of your offer, with your price or price range as agreed at onboarding, sent and acknowledged before the meeting.
4	**The prospect asked for the meeting in writing**	A formal e-mail from the prospect's company address requesting the meeting to discuss contracting: the evidence, yours to keep.

In this sector: A private developer, main contractor or operator inside the ICP approved at Day 1; government-only buyers are excluded.

Accept or object within 2 business days of the scorecard, naming the criterion; silence is acceptance. A service head outside your account team decides within 2 business days, from the recording, and the decision reaches you in writing. A no-show is never billed and never counted.

What we report

Measure	Standard	When
Closing-ready meetings	20 contracted in every delivery month	Monthly statement
Qualification floor	At least 18 of 20, against the four written criteria	Monthly statement
Evidence per meeting	Brief, the prospect's e-mail, recording reference, scorecard	Every meeting
Accept or object	2 business days; silence is acceptance; an independent service head decides in 2 business days	Every meeting
Replace before refund	Replacement within 10 days, else USD 450 in cash within 5 business days	Monthly statement
Two closed deals	Within 30 days of the first delivered meeting, or we keep working free	Portal clock

> Same offer in every sector: **20 closing-ready meetings in every delivery month** at USD 450 per accepted meeting, and 2 closed deals within 30 days of the first delivered meeting. At least 18 of 20 qualify; a missing or unqualified meeting is replaced within 10 days or refunded in cash. Month one is invoiced weekly for accepted meetings only, nothing upfront. Customise from 20 to 60 meetings in steps of 5 at the same rate. Optional, your choice: we close the deal for you at USD 1,500 per deal closed by us.

Next step: a free 5-day market check for Engineering, contracting & construction technology. One questionnaire call, then your ideal customer profile and 50 named target companies with the decision-maker role at each, and a go or no-go review. If the market cannot carry 20 a month, we say so and stop. No cost either way.

CHECK MY MARKET, FREE | READ THE GUARANTEE ON ONE PAGE

Remote Pro Ai

FREE · 5 DAYS · NOTHING UPFRONT

A free 5-day market check before you pay anything

You see your ideal customer profile and the 50 named companies we will call before you sign anything.

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