

pole base

SUMMIT

2024

Introduction

- Outside Sales since August of 2023
- Producing Pole Base since April of 2023
- Based in the Central Savannah River & Midlands area of South Carolina
- Georgia-Lina Precast has been providing precast infrastructure to the southeast region of the US since 1989





Understanding the Market

- Current trends in our area are healthcare, municipality, educational, etc.
- Customer needs like timeline, quality, and efficiency are quickly solved with pole base.
- Leverage your product to close the deal!
- Day 1, where to start



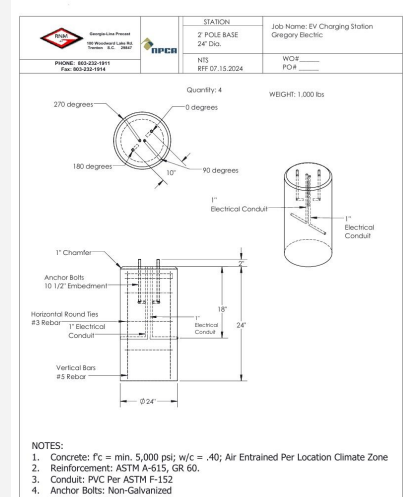
Innovative Sales Strategies

- Partnerships are key, sales is relationship driven...not always about the dollar amount
- Boots on the ground, show them you are involved in anyway possible
- Vetting process
- It's 2024...get with the program!
Technology is key!
- Construct Connect, Autodesk, BlueBook, etc.



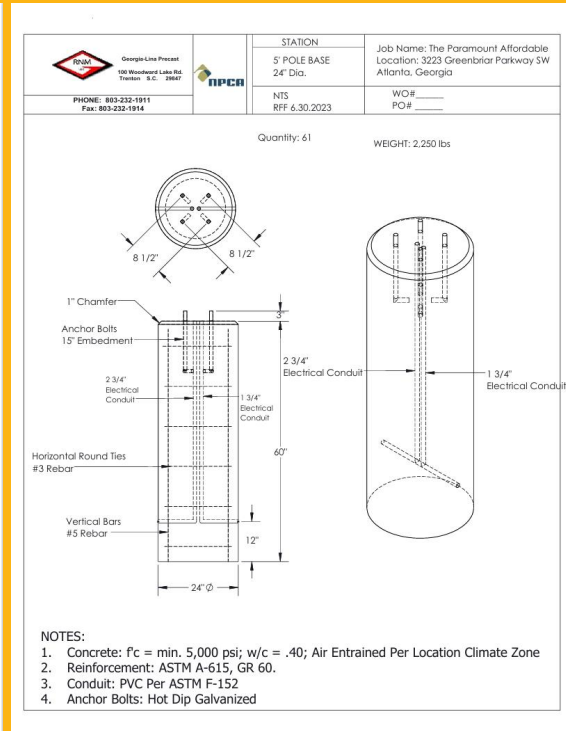
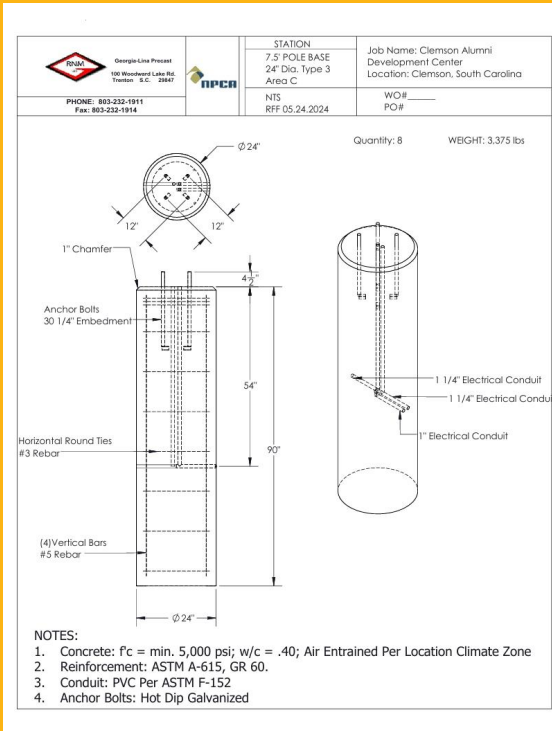
Customization

- Get set up to produce different options
- Various conduit sizes, various bolt & bolt pattern sizes, junction boxes
- You never know what they are going to ask for, be ready for it
- Retirement center in Aiken showcasing EV charging bases. Custom build 24"x24" short-pour



Project Highlights

- Multifamily Development-ATL
- Clemson University
- Managing large quantities



Market Competition: How to stand apart from others

- **Content Marketing:** Create valuable content that educates and engages your audience. Show prospective clients what you do!
- **Lead Time:** Time=\$\$\$\$ in any successful contractors eyes! Pour Pour Pour!
- **Quality:** Produce a great looking product. First glances on a job site can go a long way!
- **Control:** Leave the concrete to the concrete guys! Most EC's don't like it



Production

- Controlled environment
- Have a devoted Pole Base production team if possible
- Educate with videos, hands on experience
- A good QC manager is crucial, especially with a product like Pole Base with low tolerance on specifications



Be Accessible and Seamless

- Credit app to set up account
- Provide financing options on larger projects
- Stay on top of receivables and invoicing
- Keep that ringtone on, communication is key!
- If you have a drafter on staff this is where they come in, if not, production form should cover



3S **SOLIDWORKS**

How to Achieve Future Growth

1. Market Research and Analysis

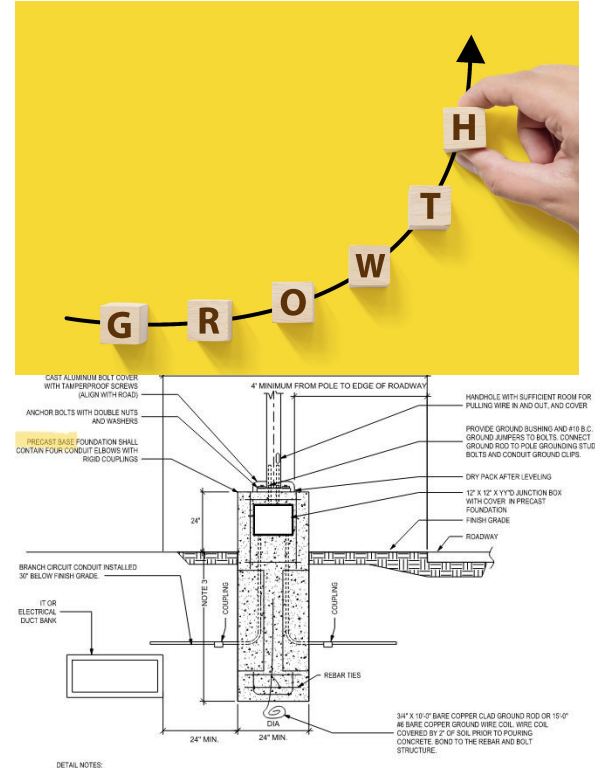
- **Identify New Markets:** Research emerging markets or regions with growing infrastructure needs.
- **Understand Customer Needs:** Analyze the preferences and requirements of potential clients in different sectors (e.g., commercial, residential, industrial).

2. Diversification of Products

- **Custom Solutions:** Offer customization options to meet specific project requirements.

3. Strategic Partnerships

- **Collaborate with Contractors:** Build relationships with key players in the construction industry to facilitate referrals and partnerships.
- **Joint Ventures:** Consider teaming up with companies in complementary sectors, like construction or design, to expand service offerings.



Summary

Understanding the Pole Base Market-

- **Market Overview:** Discusses the current state and trends within the precast pole base industry, including demand drivers and key players.

Sales Strategies-

- **Targeting Clients:** Identifying and segmenting potential clients, such as contractors, architects, engineers, and developers.
- **Value Proposition:** Highlighting the benefits of precast pole base solutions, such as cost-effectiveness, durability, quality, and sustainability.
- **Networking and Partnerships:** Building relationships with stakeholders in construction and design.

Case Studies-

- **Successful Implementations:** Detailed examples of projects where precast solutions led to improved efficiency and cost savings.
- **Lessons Learned:** Insights gained from these case studies to inform future projects.

Overcoming Challenges-

- **Common Obstacles:** Identifying issues such as regulatory hurdles, market competition, and technological adoption.
- **Strategies for Resolution:** Approaches to mitigate challenges, including education, innovation, and adapting to market changes.

Future Growth-

- **Market Forecasts:** Predictions for the precast pole base market's growth, influenced by trends in construction, sustainability, and urban development.
- **Opportunities:** Emerging markets and niches for expansion with pole base product

Questions?



NEXT UP...

15 Minute Break

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**GEORGIA-LINA
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**THAN
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YOU!**

