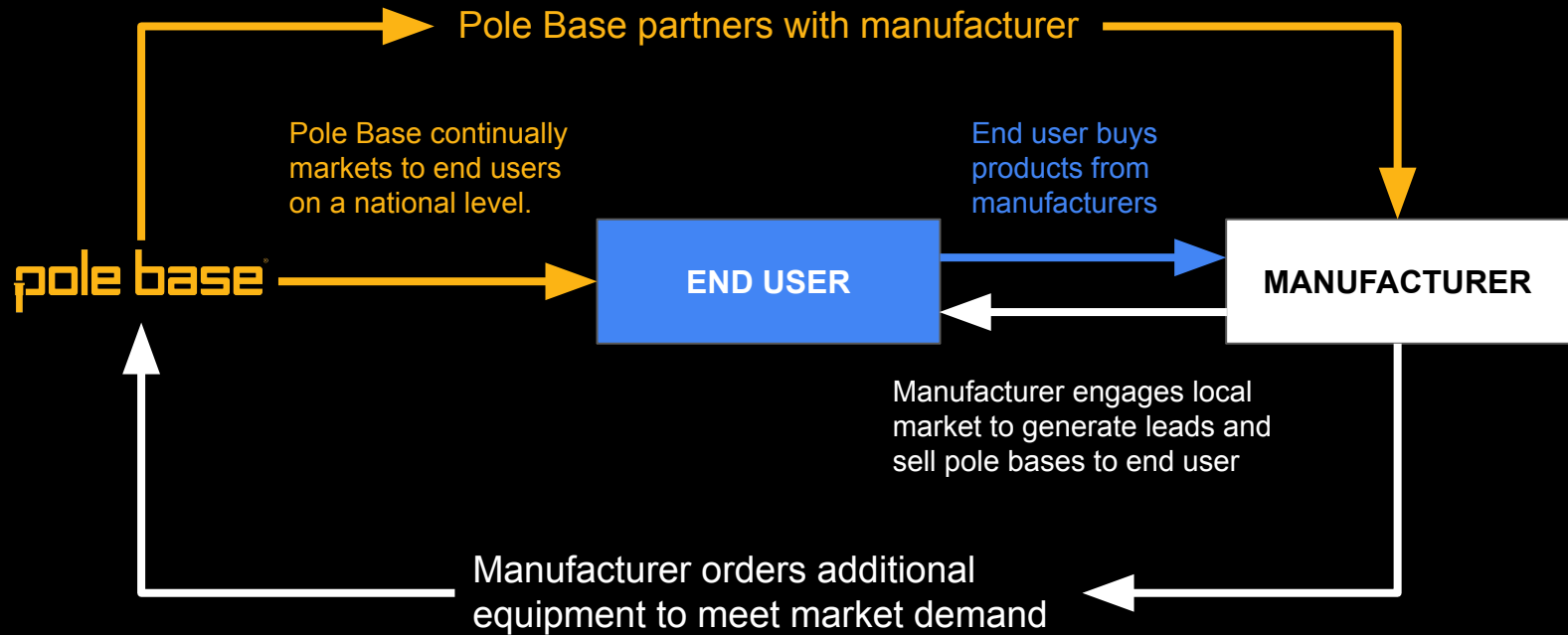


pole base

SUMMIT

2024

Quality Leads Fast



Maximize Opportunities! Quotes = Sales



Lead Sources



Lead Sources

Online Plan Rooms

- ConstructConnect
- Dodge Reports
- Builders Exchange of Michigan
- Dodge Greensheet (CA)
- Builders & Contractors Exchange (VA)

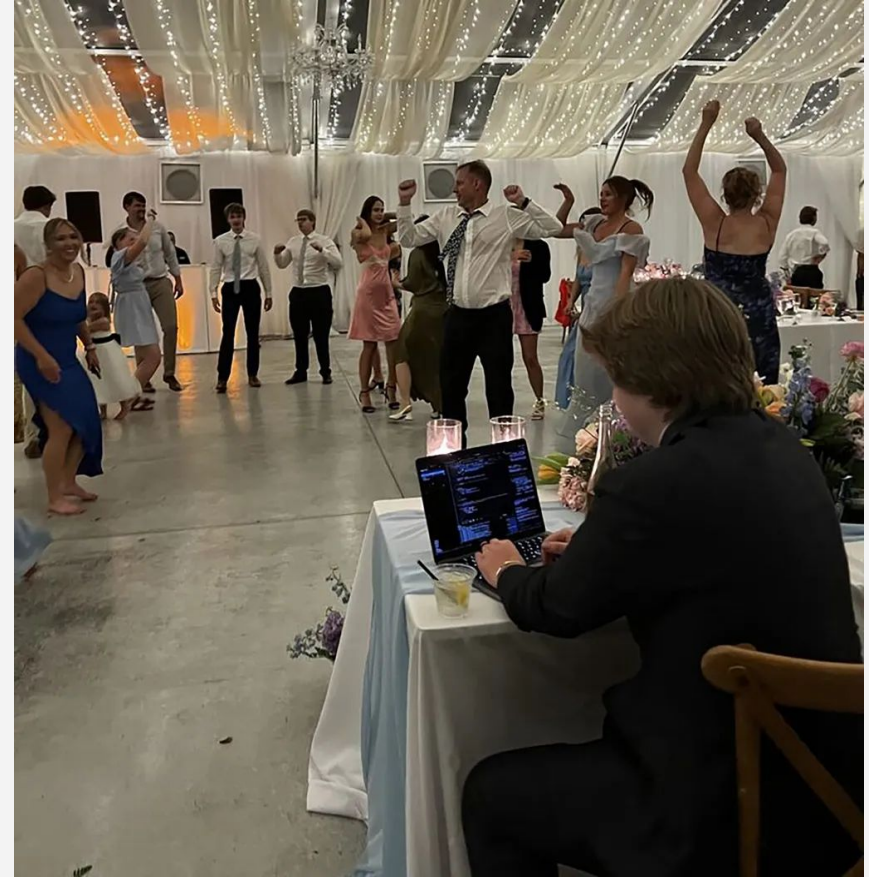


DODGE
CONSTRUCTION
NETWORK



Online Plan Rooms

- Great Information on Construction in Area
- Start Building Relationships
- Get to Know Players Involved
- Many Opportunities to Quote/Bid
- Some assembly required...
 - Sort good leads from the bad
 - Identify key players
 - Stay Organized



ABC - Always **B**e Closing

Getting Started

88

Snapshot

Forecast

Analyze

Leads

Watch List

Exports

Pulse

constructconnect[®] insight

Welcome Zachary Tabor ▾

Dashboard > Project Search Results > Project Details >

Export to PDF

Actions ▾

View Documents

Share

←

→

☆

Municipal Building Site Lighting and Signage Drawings

Project ID

#1007070826

Category

Government Offices

Street Address

1820 McLaughlin Run Rd, Pittsburgh, PA 15241

County

Allegheny

Architect

Epm Architecture

Documents

Plans, Specs, Addenda available in Insight

Plans available from Plans Representative Accu-Copy Reprographics Inc. - Pittsburgh North for a deposit of \$40.00

Last Updated

10/10/2024 Updated to SUBBIDS: ASAP stage

View All Updates

Address:

1820 McLaughlin Run Rd,
Pittsburgh, PA 15241

Staff Estimate Value

\$51,000

Stage

Bidding - Subbids: ASAP

Bid Date


11/5/2024 09:00AM

>

Project Description

Design Team

Export

Company Role	Company Name	Contact Name	Contact Status	Street Address	Phone	Email	Fax Number
Owner	Upper Saint Clair Township			1820 McLaughlin Run Rd,Upper Saint Clair,PA,15241	(412)-831-9000		(412)-831-9882
Plans Representative	Accu-Copy Reprographics Inc. - Pi...			302 Thomson Park Dr.,Cranberry Township,PA,16066	(724)-935-7055	production@accu-copy.com	(724)-935-0250
Electrical Engineer	Tower Engineering	John West 	Active	115 Evergreen Heights Dr.,Ste. 400,Pittsburgh,PA,15229	(412)-939-1743	jwest@estower.com	(412)-939-2525
Architect	EPM Architecture	Mark Edelmann	Active	185 Bradford Road,Bradfordwoods,PA,15015	(724)-933-0229	mme@epmarchitecture.com	(724)-933-0271

Feedback

Now What?

1. Find the Site Plan
 - a. Quantity of Pole Bases
 - b. Electrical Site Plan
 - c. Photometric Site Plan
 - d. Civil Site Plan
2. Find the Base Details
 - a. Size and Specs
3. Identify Bidders
 - a. Electrical Contractors - most of the time!
4. Issue Quotes
5. FOLLOW UP & CLOSE!



Site Plan

Qty = 25

GENERAL NOTES: (THIS DRAWING)

- LOW VOLTAGE LIGHTING CONTROL CABLING SHALL BE INSTALLED WITHOUT CONDUIT ABOVE FINISHED CEILING AND SHALL BE INSTALLED IN CONDUIT IN AREAS THAT DO NOT HAVE FINISHED CEILING.
- ON ALL TYPE SCS LIGHT POLE ASSEMBLIES, PROVIDE A SP1 TYPE DUPLEX RECEPTACLE MOUNTED IN POLE NEAR TOP OF POLE FOR CORD AND PLUG CONNECTION TO HOLIDAY DECORATIONS. PROVIDE CIRCUITING TO DEVICE FROM SAME CONTROLLED BRANCH CIRCUITING POWERING LIGHT FIXTURE. WHERE CONDUCTORS LARGER THAN #10AWG ARE ROUTED TO POLE, REDUCE CONDUCTORS TO #10AWG IN HAND HOLE IN BASE OF POLE AND ROUTE 2-#10 AND 1-#10GND, IN NO CABLE INSIDE POLE TO RECEPTACLE BACK BOX.
- REFER TO DETAIL 3/ED-0 FOR TYPICAL TRENCHING REQUIREMENTS.
- REFER TO DETAILS 1 AND 2/ED-0 FOR POLE BASE DETAILS.
- EXISTING CIRCUIT BREAKERS IN PANELBOARDS SHALL BE REVISED TO POWER NEW LIGHTING CIRCUITS SHOWN, UNO.

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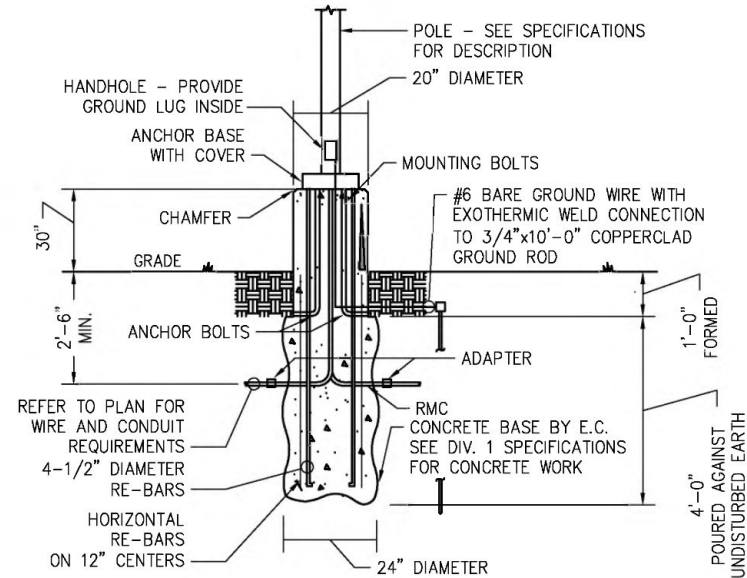
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Base Details

- Provide a quote for (25) 7' 6" x 24" Pole Bases Delivered to Pittsburgh.
- Who do I send this to?
- Base Details Often Found In:
 - Electrical Details
 - Civil Details
 - Structural Details

Size = 7' 6" x 24"

Diagram



NOTES:

1. REFER TO SPECIFICATION SECTION 265100 - LIGHTING FIXTURES FOR MORE DETAIL.

Identifying Bidders

Bidders

Company Name	Contact Name	Contact Status	Added Date	Address	Phone	Email	Bidding Role	Bid Rank	Bid Value	Fax Number
Merit Electrical Group Inc.			4/19/2024	204 Pennsylvania Avenue, Oakmont, PA 15139	(412) 346-0125	rsk@megpg.com	Apparent Low - General Contractor	1	\$421,500.00	(412) 346-0129
Allegheny City Electric Inc			4/19/2024	3080 Babcock Blvd, Pittsburgh, PA 15237	(412) 931-0777	mjs@alleghenycityelectric.com	Bidder - General Contractor	2	\$627,000.00	(412) 931-0384

Planholders

Company Name	Contact Name	Contact Status	Address	Phone	Email	Fax
McCurley Houston Electric	Kim Singer	Active	2429 East Brook Road, New Castle, PA 16105	(724) 652-9371	admin@mccurleyhouston.com	(724) 654-5122
Plavchak Construction Co Inc	Kim Hancock	Active	305 N 2nd Ave Ste 2, Elizabeth, PA 15037	(412) 384-3224	kim@plavchakconstruction.com	(412) 384-6770

Planroom Tips For Success

- Timing on Providing Quotes
 - Prior to Bid Date for Bidders
 - Post Bid Date to Contract Awards
 - Follow up / make introduction
- “Investigate” to find Bidders when not listed.
 - Call CM, GC Bidders, etc to find bidding subcontractors
- Stay Organized!
 - Log projects, contacts and activity in CRM, Google Sheets, Excel
- Quote as Much As Possible (Oprah)



Online Plan Rooms

Quality Rating = 3

Fastness Rating = 2

Quantity Rating = 5

Lead Sources

Direct to the Contractor

- Opportunity to establish relationships
- Pitch value to customer directly
- Quality of leads increase
- In Person > Over the Phone
 - Both Hold Value



Targets

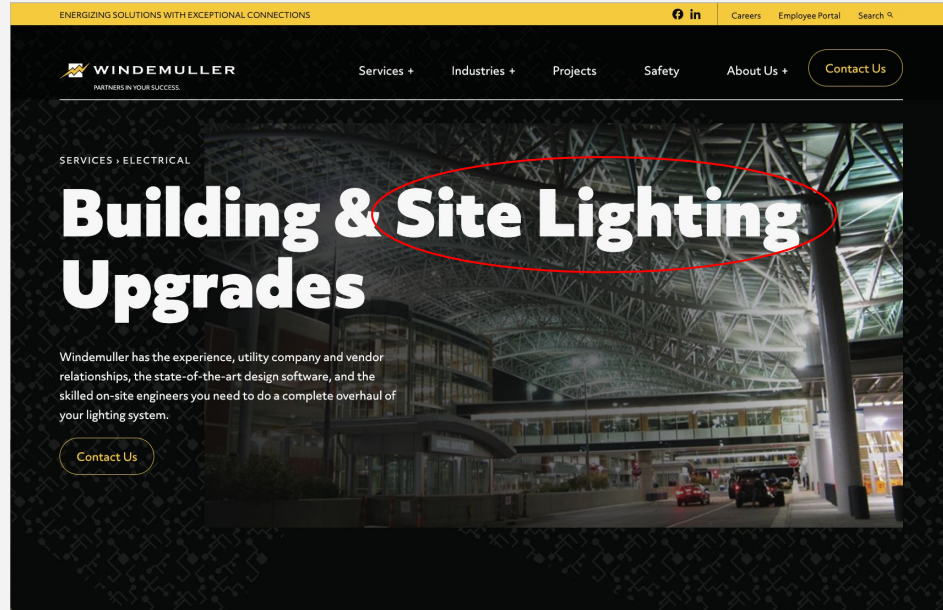
Electrical Contractors

- Typically have pole bases in scope in most markets
 - GC's Sometimes Carry Pole Bases in Scope
- Larger companies can often self perform whether poured in place or precast
 - Have equipment to install
 - Forward thinking companies - looking for new and better ways of doing things.
- Occasionally sub out concrete work
 - Excavation Companies
 - Site Concrete
- Can target subs or sell EC on self performing.



Identifying ECs

- Google is your friend
 - “Electrical Contractors Near Me”
- Commercial / Industrial over Residential
 - Site Lighting on website key giveaway
- Larger companies are often a better target.
- Other sources:
 - Job site trailers
 - Bidders Lists provided by GCs or Planrooms
 - Organizations (NECA IBEW IEC etc)
- Grow your list of contacts to leverage into sales!

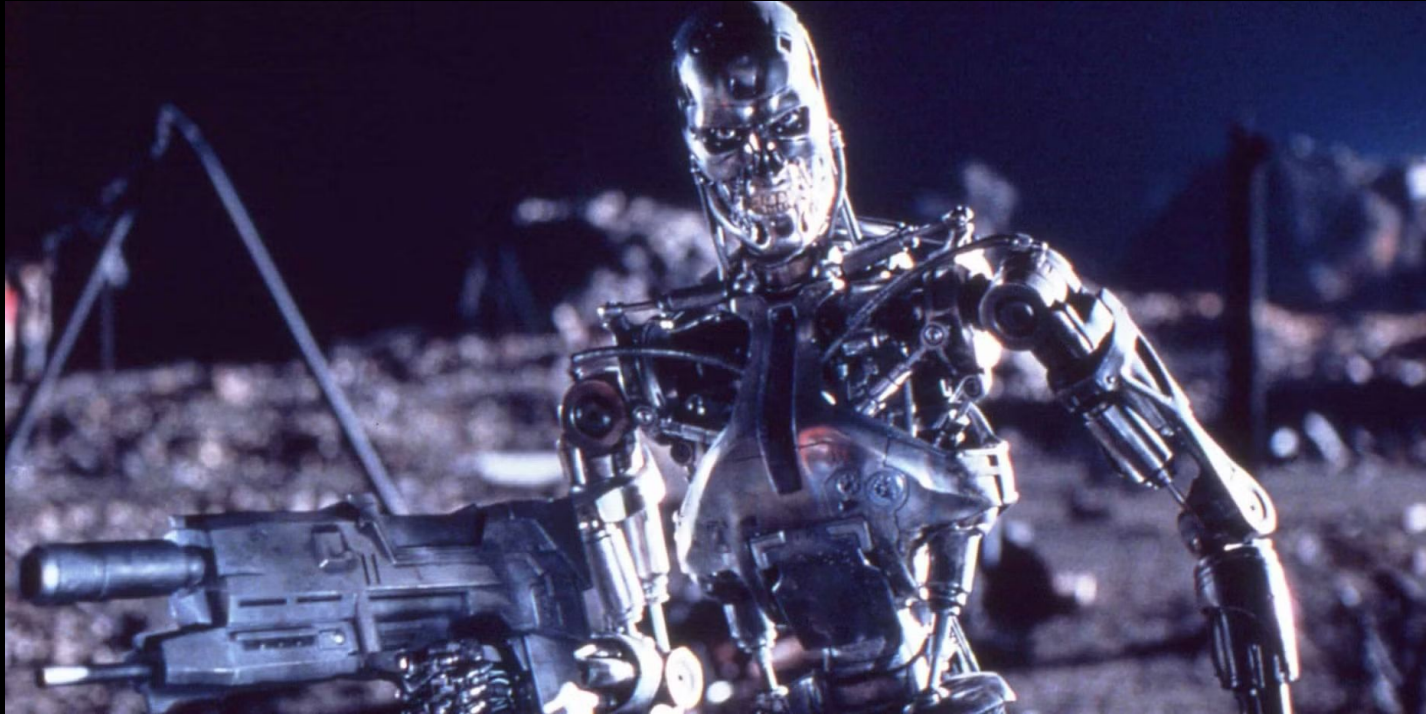


Tactics

- Maximize Contacts to Generate Leads
 - Office Visits
 - Trade Shows
 - Site Visits
 - Cold Calls
 - Always Establish Contact and Follow Up!
 - Project Managers
 - Estimators
 - Superintendents



AI Tools - The “Good” Kind of AI



Quote: Sundar Pichai CEO of Google

"AI is one of the most important things humanity is working on. It is more profound than... electricity or fire, and those who adapt will hold the future in their hands."

AI Tools - Searching for Leads



AI Tools - Staying Organized with CRMs

Direct to Contractor

Quality Rating = 5

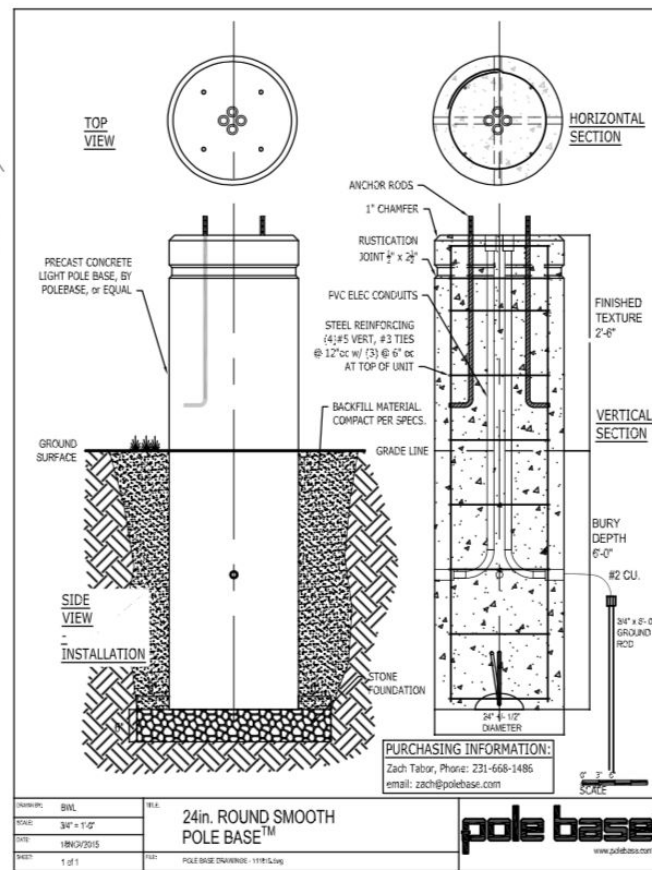
Fastness Rating = 3

Quantity Rating = 3

Quality Leads (Not as Fast)

Spec Driven Sales

- Present Pole Base Directly to Specifiers
 - Electrical Engineers
 - Owners / Developers
 - Architects
- Hit Value Proposition of PB
 - Superior Quality
 - Speedy Install
 - Customization
- If Successful PB included in Plans
- Contractors Call PB / MFR for Pricing Leading to Easier Sale



SITE LIGHTING POLE BASE DETAIL

SCALE: N.T.S.

Spec Driven Sales

- Utilize Pole Base Resources
 - Lunch and Learn Presentation
 - Customize for Target Market
- Gather As Much Information as Possible
 - Contact Emails Phone #s Etc
 - Establish Project Level Leads if Possible
- Spec Driven Sales Should Be Treated as Extension of Current Sales Tactics
 - Lengthy sales cycle
 - Costs / Time



Spec Driven Sales

Quality Rating = 5

Fastness Rating = 1

Quantity Rating = 2

Summary

- Maximizing Opportunities to Quote Projects Leads to Sales
- Generate Project Leads by:
 - Leveraging Online Plan Rooms to Find Specific Projects and Bidders
 - Establish Contacts in Your Market and Farm for Leads by Going Direct to the Contractor
 - Cold Calls
 - Office Visits
 - Presentations
 - Keep Contacts and Sales Activity Organized by Utilizing a CRM
 - Grow Beyond Established Accounts By Targeting Specifiers
- Be Like Oprah! Quotes = Sales

Questions?

▼
**ZACH
TABOR**

Business Consultant

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231.668.1486

**THAN
K
YOU!**



NEXT UP...

Josh Combs