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## WAYS TO BETTER MANAGE YOUR & SALES PRICING PROMOTIONS IN THE BUILDING MATERIALS INDUSTRY



In this typically project-driven industry, you need to be able to maximise your organisation's potential to drive growth and profitability, which is an exciting prospect for organisations, but only if you're able to manage it efficiently.

Your current software might not be able to support the challenges that come with the potential of expansion and gaining new customers. But to win these new projects & new customers, many building materials suppliers offer project-based or contract pricing, so flexibility in your business software's pricing mechanisms is essential.

Similarly building materials manufacturers often offer discounts in the form of rebates based on actual sales volumes. Promotional mechanisms such as rebates are designed to create brand loyalty and deliver increased sales in return for reduced margin per product/item.

Here's our 4 ways to help increase your sales performance across all channels with Dynamics Building Materials and to help you get back in control of your building materials supply business:

# 1

### DRIVE MORE SALES WITH FLEXIBLE PRICING

It's not easy keeping track of project-specific pricing. It's all too common for the wrong project pricing to be applied which inevitably means your profitability can go down the pan! With Dynamics Building Materials, you can easily create a whole host of flexible pricing agreements which removes the need for unexpected payments and its unwanted impact on cashflow.

Which means depending on individual customers, you can tailor-make their pricing to suit them best. It doesn't have to be just one way and one way only.

Accurately respond to pricing requests based on length or square footage and then convert to product SKUs for production and/ or supply, so your staff no longer need to learn and remember this information.



Microsoft Dynamics gave us a solution to run the business efficiently from top to bottom. Productivity and export sales are up while operating costs are down".

David Millard,  
Dudley Tool & Engineering



# 2

### EASILY TRACK YOUR CONTRACTS

Manage your contracts better to be able to deliver advance notifications when your deadlines and expiry dates are approaching. Delivering your contracts impacts your process costs, people costs and product costs so it's essential that you manage them in the most efficient way so that you and your team can act proactively and in time to make a difference.

Gain complete visibility with Dynamics Building Materials - a single solution package just for managing your Building Materials projects which is also pre-configured to assist your opportunity pipeline.



# 3

### BETTER MANAGE THE PERFORMANCE OF YOUR PROMO'S

Manage price promotions and offers such as buy one get one free, and discounted items. Gain the ability to create single or multiple-use promotion codes with value or time-based expiry to suit the needs of an individual customer and measure the performance of all your promotional pricing with our pricing functionality inside Dynamics Building Materials.

Easily authorise your order processors/sales team to price match with other suppliers or buying groups, set-up project specific pricing and display product pricing, encourage your sales team to try "first purchase" pricing and cumulative discounts.



# 4

### GAIN FULL VISIBILITY OF YOUR REBATES TO BOOST PROFITABILITY

Keep track of sales volume-based rebates to remove the issue of unexpected payments and its unwanted impact on cashflow. Take more opportunities to achieve better margins and gain more profitability and track any rebates against generated sales, and together with any applied store incentives, you will have visibility of stock, losses and sales.

Construction workers in the UK are spending significant amounts of time managing their paperwork. Spending more than 7 hours a month on the following activities:

**23%**  
Reading  
paperwork

**18%**  
Form  
Filling

**4%**  
Looking for lost  
documents

according to a national study from Re-flow conducted by YouGov.



With Dynamics Building Materials you will have the information needed to be able to sell in a way that maximises your margin without having to hold all the information in your head or on multiple excel spreadsheets.

We already work with some well-known industry leaders in the Building Materials industry such as:

Swish

MAX Group

timloc  
building products

PERSIMMON  
Together, we make a home

Eastbrook

CARVERS  
BUILDING SUPPLIES  
SINCE 1986

space4...

KESTREL

GATIC

T  
TED TODD

VICTORIA PLC

TORNADO

IMETSECI  
BUILDING PRODUCTS

Triflex

Charlton & Jenrick

WADE

BIASI

Epwin Group

alumasc

LESKO

Karndean  
Design/flooring

Eterna  
LIGHTING

These are a few of the many benefits of Dynamics Building Materials – discover more at [www.tecman.co.uk/BM](http://www.tecman.co.uk/BM).

### Driving forward with Technology Management

We've got the solution and the expertise to give you a smooth transition from the systems you use now, to the solution you will use for decades to come. With over 25 years' experience, 6,000 projects - we have the people, the solution, the industry knowledge and the technical infrastructure to provide the software that will aid in driving your organisation forward.

We look forward to working with you.

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