



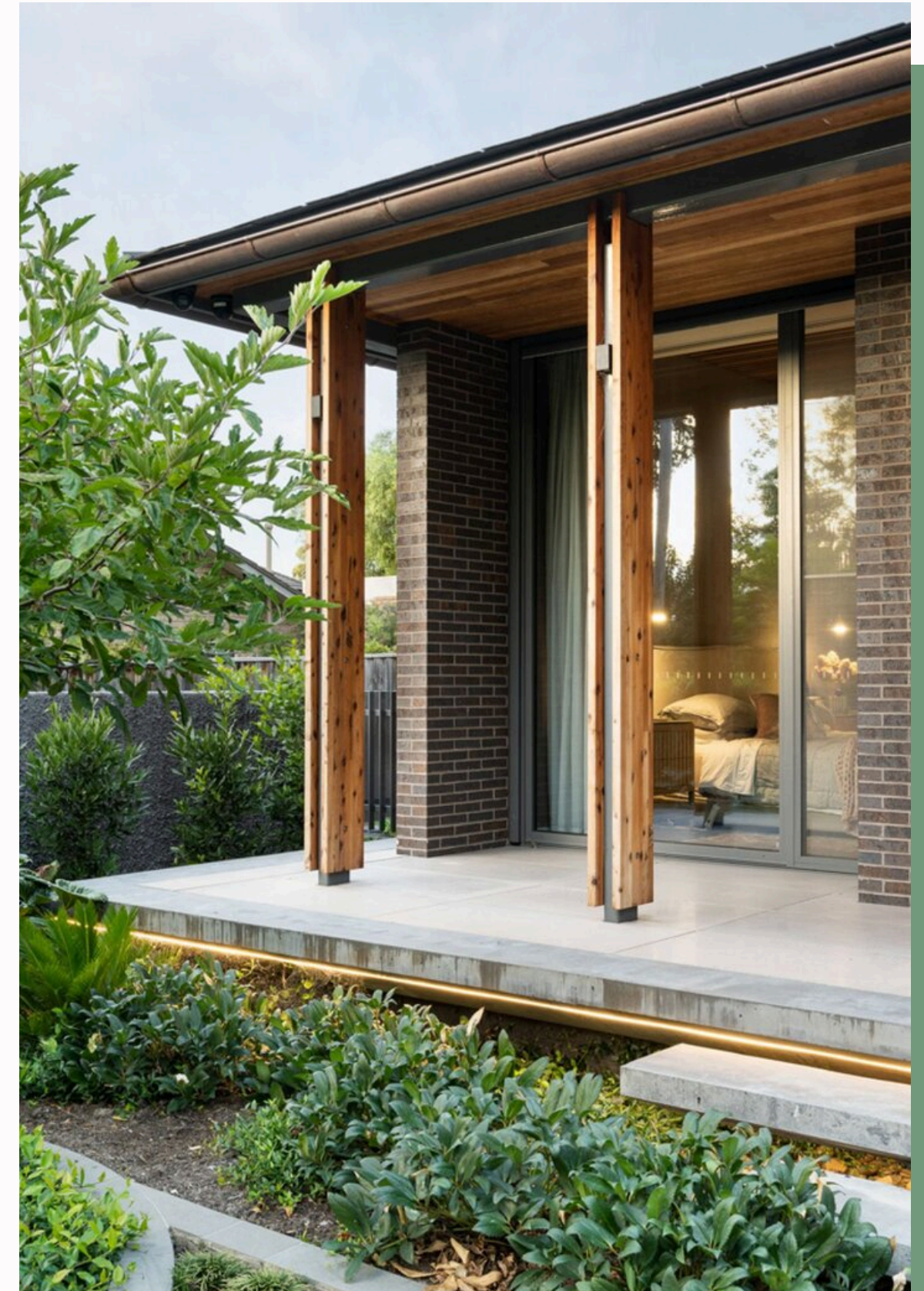
Corporate Overview

# SPECIFYING DYNAMICS



# Content

- 01 Our Focus
- 02 Our Services/Approach
- 03 Features and Benefits
- 04 Lead Generation
- 05 Our CRM
- 06 How to get started
- 07 Contact Us



# Our Focus

Specifying Dynamics is a marketing company that represents a variety of products within the construction industry

## Targeted Industry Engagement

We establish direct connections with builders, architects, engineers, and developers to drive product awareness and specification.

## Exclusive Market Representation

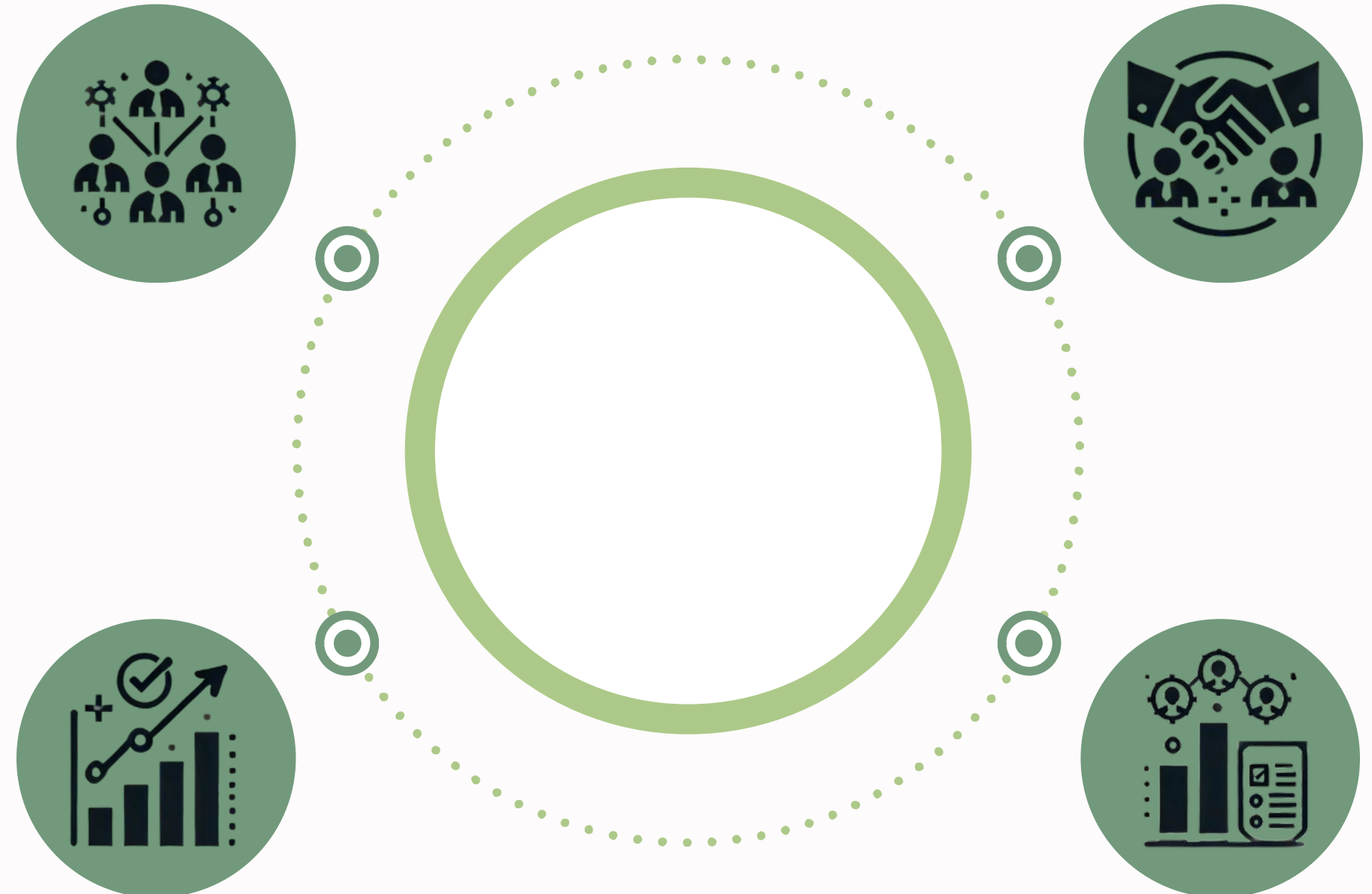
We dedicate specific market segments to our clients, ensuring their products receive maximum visibility and specification potential.

## Strong Industry Partnerships

We cultivate long-term relationships with key decision-makers, securing sustainable growth and ongoing opportunities.

## Performance Driven Strategies

We focus on delivering measurable outcomes, increasing brand exposure, specifications, and market penetration.



# Our Services/ Approach



**01**

## Industry Professionals

We meet with Architects, Asset Owners, Builders, Consulting Engineers, Developers, Government Departments, Interior Designers, Quality Surveyors & more!

## Direct Market Exposure

Your business is represented in face-to-face meetings to our large database of contacts

**02**

IN 2024,  
**NATIONALLY,**  
WE GENERATED  
**16 016 HOT LEADS**  
AND  
**3 640 SPECS/ORDERS**

**03**

## Lead Generation

We generate pre-qualified leads, specific to your product or service, which are generated & sent to you via our online portal.

IN 2024,  
**NATIONALLY,**  
WE COMPLETED  
**8 748 MEETINGS**  
WITH INDUSTRY  
PROFESSIONALS

## Comprehensive database

24 hour, easy access to contacts, lead breakdowns and current projects, via our online CRM.

**04**

# Features and Benefits

Depending on which region you sign up with - you will get;

	Adelaide	Brisbane	Canberra	Melbourne	Newcastle	Perth	Sydney
Meetings per week	<b>12</b>	<b>25</b>	<b>12</b>	<b>40</b>	<b>8</b>	<b>25</b>	<b>40</b>
Marketing Consultants	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>4</b>
Meetings Assistants	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>

National Meetings per week  
**162**

# LEAD GENERATION

Matching your products to the correct projects at the right time



## 12 week call meeting cycle

We are able to track projects from early concept stage right through to final completion. We ensure your products are marketed effectively through ongoing support and joint meetings to result in specifications.



## Pre-qualified Leads

We generate pre-qualified leads for market research & specification. We provide details of quantities and order dates. Regular meetings are scheduled with the professionals to ensure that your product specification is on track.

# Our CRM

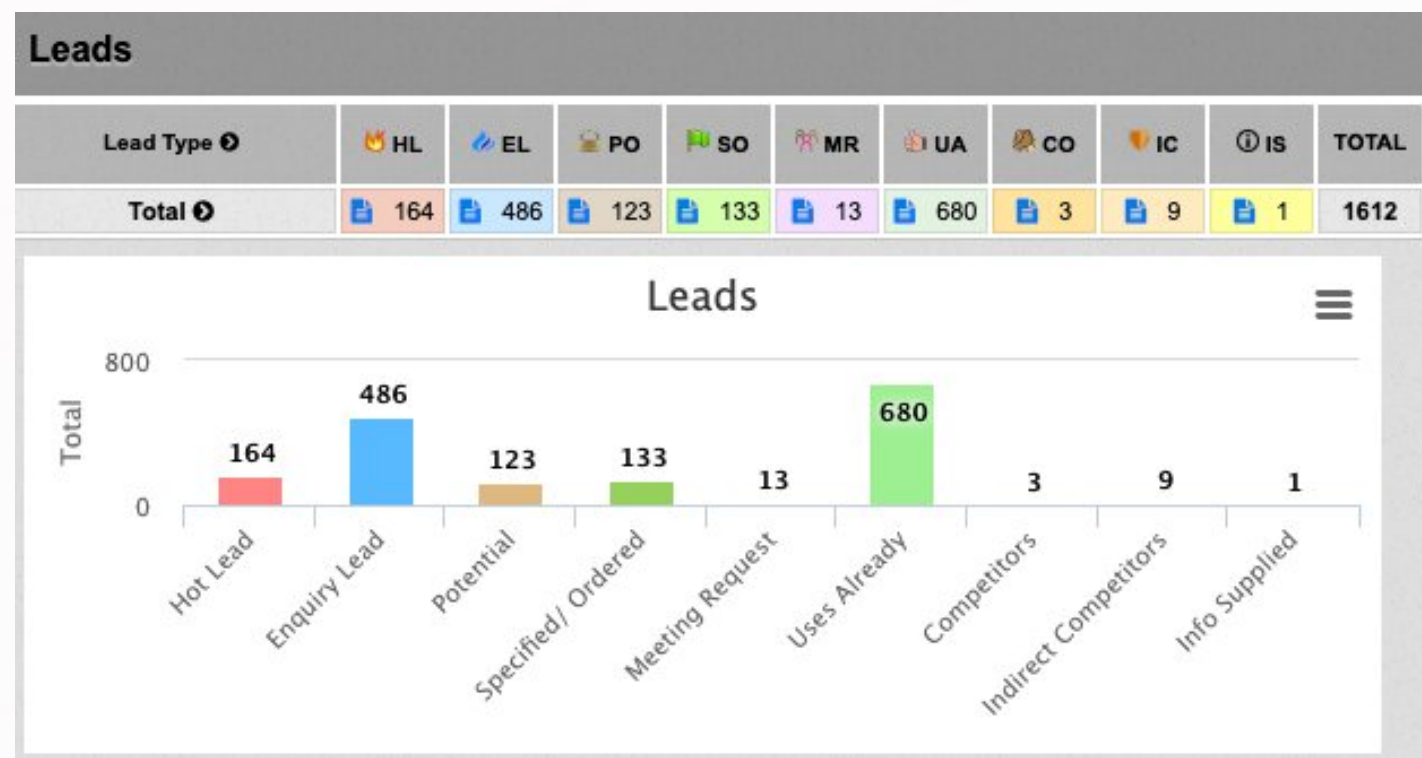
We provide unlimited access to a highly sophisticated, world class CRM Platform. It is a fully exclusive and interactive database which allows you to track progress and produce reports anytime, anywhere.

## Reporting

You are able to retrieve all your leads and reports from the database, statistics on your market share and competitor activity per region.

## Access to data

You have full access to all of our professional contacts and up-to-date project information in your region.



**Leads to Professional Type**

Professional Type	HL	EL	PO	SO	UA	CO	IS	IC	MR
Architect	122	341	95	109	509	1	1	6	10
Architect: Landscape	1	6							
Asset Owner	1								
Builder	30	82	22	21	144	2		3	2
Building Designer		1							
Developer	3	11	3		5				1
Engineering: Consulting	2	3	1		2				
Engineering: Structural		1							
Interior Designer	5	37	2	2	17				
Project Manager		1		1					
Quantity Surveyor		3			3				
<b>Total</b>	<b>164</b>	<b>486</b>	<b>123</b>	<b>133</b>	<b>680</b>	<b>3</b>	<b>1</b>	<b>9</b>	<b>13</b>

# How to get started

Our process is very simple and straight forward, making it easy for you to join the Specifying Dynamics portfolio.



## Step 1

Sign an agreement with Specifying Dynamics.



## Step 2

Our team will create a slide presentation for you



## Step 3

We will book in training with you to learn all about your advantages.



## Step 4

Regular catch-ups, every 12 weeks to check in.



# CONTACT US

If you would like to learn more about how Specifying Dynamics can assist you, please email us on:

**[info@specifyingdynamics.com.au](mailto:info@specifyingdynamics.com.au)**

or you can contact us through our website

**[www.specifyingdynamics.com.au](http://www.specifyingdynamics.com.au)**

We look forward to hearing from you!

