A Guide for Building Product Manufacturers

Increase Your Specification Rate

Getting your products specified is founded on fulfilling the needs of specifiers like architects and engineers. The following list shines a light on the meaningful qualities sought by specifiers to maximize your specification rate.

HOW TO HIT YOUR TARGET

**READY**
Provide accurate, up-to-date specifications that are descriptive, convenient, and one-click capable.

**RESEARCH**
Add value to the specifications with accessible design resources, environmental ratings, industry standards, practices, and code compliance information. Collaborate with general contractors and the design-build community.

**RELEVANT**
Know the market inside and out, including the competition. Appeal to the local needs of the specifiers. Offer to deliver unique solutions to problems. Stay relevant in the post-specification stage by checking in.

**RESEARCH**
Increase relevance by researching and understanding specifiers’ needs and desires such as aesthetics, cost, warranty, sustainability, lead time, or helping review and edit their specifications.

**REACH**
Provide access to detailed specification data in multiple places. Highlight new trends, ideas, and solutions on your website and social media channels. Deliver continuing education learning sessions to help specifiers’ save time, manage risk, increase quality, boost sustainability, reduce waste, or improve durability.

**RECOMMENDED**
Aim to achieve stature as a consultative resource for your products and industry.

**RESULTS**
Think about what is working, what is not working, and ways to improve your reach. Review performance and analyze targets for new opportunities.

**RELATIONSHIPS**
Build relationships with specifiers by establishing yourself as a qualified, solutions-driven building product manufacturer. Continuously work on developing the relationship specifiers have with your products. Nurture knowledgeable, trustworthy, and problem-solving interactions. Raise opportunities to get specified by providing case studies, mitigating risk concerns, and showcasing your resourcefulness as an innovative solution provider.

Better Built Projects: Bridging the Gap Between A&Es and BPs with Gilles Letoumeau and Derek Guffey, Deltek and ConstructConnect, August 2021.