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.



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. 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.

Sources: The Architect's Journey to Specification. The American Institute of Architects. www.aia.org/resources/ 85766-the-architects-journey-to-specification:46 Better Built Projects: Bridging the Gap Between A&Es and BPMs with Gilles Letourneau and Derek Guffey, Deltek and ConstructConnect, August 2021. BPM Tips for Getting Specified by Architects, by Kendall Jones. www.constructconnect.com/blog/bpm-tips-getting-specified-architects