



SOPREMA

Soprema is the world's largest manufacturer of SBS (styrene butadiene styrene) and operates 14 major manufacturing facilities throughout the world. Because all Soprema products are compatible, they make it easy to envelope an entire building in a waterproof seal.

The future of waterproofing since 1908.

Since its inception, this family-owned company has devoted a significant percentage of annual expenditures to research & development, keeping it on the cutting edge of roofing and waterproofing technology.

Innovative green solutions.

Today, Soprema offers a complete line of eco-friendly products, including Suprasolar, solar power technology that can transform an unused commercial rooftop into a reliable, clean source of renewable energy.

McGraw-Hill Construction

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McGraw-Hill Construction connects people, projects and products across the construction industry. For more than a century, it has remained North America's leading provider of project and product information, plans and specifications, and industry news, trends and forecasts. McGraw-Hill Construction serves more than one million customers in the global construction industry through Dodge, Sweets, *Architectural Record*, *Engineering News-Record*, *GreenSource*, and *SNAP*. To learn more, visit www.construction.com or follow @mhconstruction on Twitter.

This worldwide leader in roofing and waterproofing empowers its sales force with real-time market intelligence from McGraw-Hill Construction Dodge.

THE CHALLENGE

- Expand client base of architects, contractors and building owners
- Help salespeople spend less time in the office and more time in front of clients
- Replace cold calling with precise market intelligence

THE SOLUTION

A Dodge program that automatically:

- alerts salespeople to upcoming projects
- provides all contact information and job details in one place
- helps salespeople reach the right person, at the right time

THE RESULT

- Increased sales
- Sales reps get their products into more specifications, sooner
- A system that is easy to learn, easy to administer and easy to use

Cold calling is difficult for sales representatives; it can also be unproductive. By the time a rep finds out about a project, determines the right contact person and gets the correct phone number and extension, the competition may already have initiated a relationship with the customer.

Soprema wanted to help sales representatives spend less time searching for jobs, and more time building relationships with the architects, contractors and building owners in its target market. In 2004, the company began working with Dodge to direct its sales representatives to their best, most immediate, opportunities.

Proven success. Proven value.

Denise Kahl, Soprema's national technical administrator, was instrumental in helping the company make the transition. "When we first started with Dodge, we started with a small group, just a handful of people," she recalls. "It was very easy to follow their sales. They started with one or two specifications. Then the next month there would be four or five. And the next month there would be even more."

In the past seven years, Soprema has expanded its Dodge service to include the entire United States, as well as Canada.

success story



SOPREMA

“
**Dodge helps you
get to the right
person at the
right time to get
the right jobs.**”

– Denise Kahl
National Technical Administrator
Soprema

“It’s not hard to justify the value that Dodge supplies,” Denise says. Quite simply, “the salespeople who use Dodge get into more specifications than the ones who don’t.”

They also get into specifications sooner because Dodge gives them the tools to start building relationships before they even meet a prospective client. Even if the first contact doesn’t result in a sale, the representative has laid the groundwork for future opportunities.

One-stop shopping.

With one of the largest plans and specification databases in the world, Dodge gives Soprema’s sales representatives a birds-eye view of the entire market.

“It’s one-stop shopping,” Denise explains. “There’s no looking in the papers and magazines, or cold calling and searching for specifications. Dodge gives salespeople all the details they need in one place.”

Dodge information includes contact information for the architect, building owner, contractor, and designer; the size of the job; the types of products they’re looking for; and whether Soprema’s products or a competitor’s are specified. Armed with this intelligence, representatives can focus their time on pursuing the most promising prospects. They can also assess the strength and

quality of Soprema’s specs versus those of specific competitors, to prepare the most compelling case for Soprema.

Easy to learn. Easy to use.

Before deciding on Dodge, Denise compared it to several competitors. While other programs had their merits, she found the Dodge service easier to use. Salespeople readily understood it and she could quickly train them either in person, via WebEx, or over the phone. Now that the service is in place, it requires very little attention – from Denise or the sales force.

Once a salesperson sets up the criteria for searches, Dodge runs on its own, updating its market intelligence daily. It automatically alerts the rep if a project comes up, or if a current job has an addenda or date change – freeing the representative from the work and worry of staying on top of a territory.

“Dodge gets our salespeople out of the office and into other people’s offices,” Denise says.

It even forecasts when specific types of projects are likely to begin – for instance, when government investment in schools will reach fruition, or when hospitals are getting ready to renovate.

Solid customer service.

Knowing that any salesperson can call Dodge for support, at any time, makes the program even easier to administer and use.

“If I’m having an issue, or one of my salespeople is having an issue, we can call Dodge support and a wonderful woman at the end of it named Kim will help. Together we solve the problem in a minute instead of spending an hour trying to figure it out.”

Soprema’s Dodge account manager has also been an integral part of Denise’s team since the beginning of her relationship with Dodge. Seven years later, whenever Dodge adds a new capability, she helps train the sales force and makes sure everyone gets the most value out of the service.

