



Contractor FAQ Report

Unlock Insights for Professionals

There are many questions on how to build high-converting campaigns and a flourishing business. These questions can be generalized into four categories:

MARKETING

- Modern Cost-Cutting in Marketing
- Balancing Lead Generation Costs
- Millennial-Centric Marketing Tactics
- Data-Driven Partner Evaluation
- Emerging Tech & Trends



ECONOMIC TRENDS



Securing Cash Flow Amid Economic Challenges



Navigating Economic Volatility With Strategy

69% of contractors state their "cycle time" increased from last year.

63% of contractors state their net pre-tax profit was higher than last year.

33% A high of 33% of contractors state their sold contracts were canceled this year.

SALES



Empower Sales Reps for Success



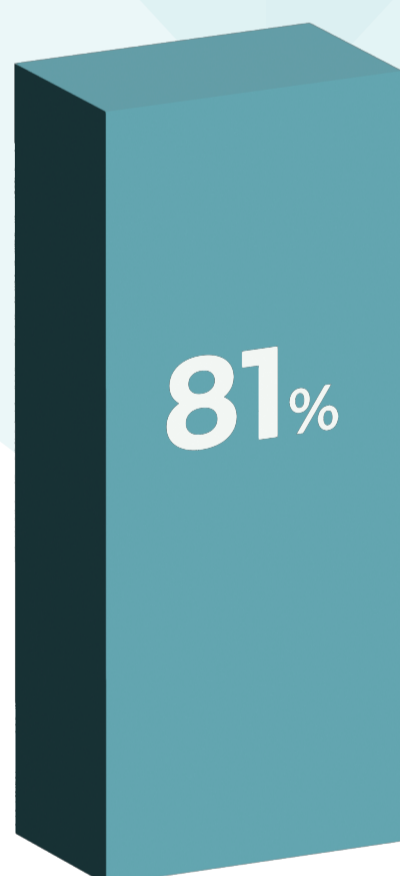
Cold Lead Nurturing & Re-Engagement



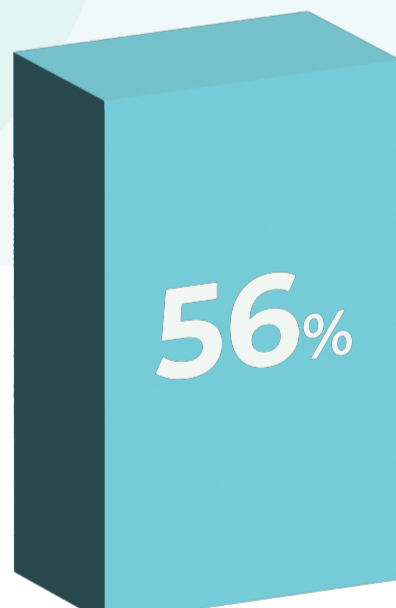
Price Objection Resolution



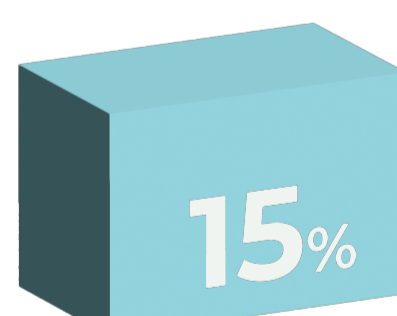
Millennials' Buying Decisions



81% of issued leads received a complete presentation.



56% of leads became a sale.



15% of contractors indefinitely hold on to leads.

BUSINESS MANAGEMENT

Stand Out From Competitors

Monitoring Competitor Adaptations

Effective Leadership Enhancement



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