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# The Pro Sales 400

FOR THE CONSTRUCTION  
SUPPLY INDUSTRY

OUR ANNUAL SURVEY  
REVEALS THE SMARTS BEHIND THE  
NATION'S MOST SUCCESSFUL  
CONSTRUCTION SUPPLIERS.



Throwing airline tickets to Hawaii to your best contractor isn't a new trend in the industry. But how does it serve the other 15 accounts that you've got going almost as strong? Regrettably, most yards don't have the marketing budget to splurge on flights to Fiji for every account on the books. And the number-crunching to determine who deserves the few tickets you do have to give away—who has the time or patience for that?

Seems that Elk River, Minn.-based Builders Incentive Group ([www.buildersincentivegroup.com](http://www.buildersincentivegroup.com))—or "B.I.G."—has plenty of time, and plenty of ideas, to kick your incentive program into high gear. With programs under way in Minnesota, Wisconsin, and Seattle, the B.I.G. boys are looking to extend their concept to markets throughout the country.

The idea of an outsourced incentive program with comprehensive rewards wasn't a hard sell for Osseo, Minn.-based Osseo Lumber. "We used to give out some Christmas gifts and run other promos. We thought B.I.G. was a much fairer way to run the incentive program," says Osseo president Jon Nesseth. "It's also organized and out of our hands, so we don't have to worry about the overhead and paperwork involved in running it."

Currently boasting 1,400 builder members and 40 suppliers, the B.I.G. concept is much like airline or credit card points. When a builder pays for materials on the dealer's terms, he gets points.

Nesseth says B.I.G.'s catalog of rewards, which includes an annual group trip, customized travel, and promotional and logo items, has

been a hit with his contractors. "Everybody wants something different and a new twist in a competitive market," says B.I.G. president Dan Schroeder. "If we can put together a network of suppliers like we are, there's more value—it's a value-added incentive for builders to work with suppliers."

In addition to increased loyalty with current customers, Osseo has seen a steady stream of new builders coming to the yard. "We've had a lot of contact," says Nesseth. "It's led us into bids with people who are using another yard in the program, and we've picked up a couple of accounts."

And if keeping your customers tanned and happy isn't enough, Schroeder says the program is an excellent leverage tool to get those long-overdue checks rolling in from builders. "It's a way to thank builders for their current business and a way to attract new business," says Schroeder. "But it's also another tool to get receivables in on time, since the program is structured according to dealer terms. Plus, we have a lot of fun." —C.W.

## BUILDERS INCENTIVE GROUP WRAPS CONTRACTOR VACATIONS, PROMO ITEMS, AND MORE ALL INTO ONE OUTSOURCED PACKAGE.



# Big Incentives