

PROcru Publishes Blog Post Discussing The Benefits Of Automating Contractor Proposal Building

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CRM software solutions provider PROcru has released a blog post that discusses the need for contractors in the asphalt and seal coating industry to focus on automating the proposal building process to increase profits.

A business always has to keep an eye on growth if it wants to survive and thrive through the ebb and flow of market forces. Finding new clients is the only way that a client-driven, service-based business can weather the storm when times get difficult. Securing new business relationships also gives contractors the chance to charge better rates as they get to leverage the experience from previous jobs to iteratively improve their core services thus demanding a higher price for their time and effort. However, finetuning and customizing each pitch to appeal to every prospective customer is a difficult uphill battle that can sap away time and energy that could have been better used for building solid business processes and improving the contractor's existing services.

PROcru proposes the use of its CRM software, considered by many to be the best CRM for contractors, to bring greater efficiency to the process of building proposals through the magic of automation. For a contracting business, it can increase the staff's overall productivity as it reduces the time it takes to collate and present key information metrics to potential customers. As a business grows and expands, more complicated proposals can be created with just the click of a button once the foundation for automation is laid. As one is able to cover more ground due to the increase in the number of proposals that go out to prospective clients, profits are bound to increase as pitching to clients is, after all, a numbers game.

PROcru also goes on to say that businesses that don't use CRM software have to build out proposals manually by dedicating precious resources to the problem. This puts them at a distinct disadvantage as it puts a hard limit on the number of proposals that can be sent out. A contractor will have no other option but to increase business expenses to pay for a larger staff to keep on sending a steady stream of potentially profitable proposals. PROcru is confident that contractors that make use of its CRM software will be able to

find more time to identify new clients, complete estimates on new projects, and submit many more proposals than they would have if they had tried to solve the problem the traditional way. According to an example highlighted in the blog post, PROcru estimates that once the proposal process is automated, a contractor will be able to send out at least 33% or more proposals per week.

Automating proposals also give contractors a chance to benefit from reports that paint a clear picture of the factors that work in the company's favor when it comes to pitching to new clients. Client feedback can be mapped directly to a proposal's success or failure, giving contractors the opportunity to tweak proposals constantly till they find a winning combination with a high rate of success.

Automated proposals are accurate as they eliminate human estimation and errors ensuring that the targets proposed can be met with the contractor's current capabilities. This eliminates the problem of overpromising and underdelivering that plagues many upstart businesses. The deliverables from automated proposals are clearly spelled out along with a detailed breakdown of each of their associated costs, giving clients confidence in a contractor's ability to finish the job in time and within budget. The right CRM software solution will also offer the right automation tools to allow contractors to easily handle time tracking and scheduling. Contractors will be able to plan ahead to provide the right crew and equipment at the right cost for the appropriate time frame as required.

PROcru's contractor CRM software solution provides many more benefits in addition to automated proposals such as personalized auto-reminders, custom insights into all projects, time tracking and scheduling, real-time job costing, detailed management reports, and much more. They are actively growing their business and accepting new clients.

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For more information about Procru, contact the company here: ProcruTimButler612.751.9393tim@procru.com 6885 Sycamore Ln N, Ste 110, Maple Grove, MN 55369

Procru

We help paving / construction / contractors companies improve their processes and work more efficiently and accurately with our software PROcru

Website: <https://www.procru.com/>

Email: tim@procru.com

Phone: 612.751.9393



