

F.H. Myers Construction - Hit Rate Multiplier

ABOUT THE BRAND

About the Brand

F. H. Myers Construction is a second-generation, family-run construction company that prides itself on sustaining long-term relationships by carefully managing quality craftsmanship and scheduling, and treating everyone involved in their success fairly and professionally. The founder's daughter and son recently took the lead of this well-respected company, and have begun to infuse the company culture with their values and innovative perspectives.

CHALLENGE

The company's past success allowed the company to grow quietly into a major player in their market, but the company's dated branding and the perception of being a "small builder", that they long ago outgrew, prohibited them from being short-listed for prominent construction projects. Also, because aggressive competitors have not heavily contested F. H. Myers for many years, the business development team lacked modern marketing tools, materials, and approaches. Developing a new proposal system to help them stand out against other project bidders by showcasing the company's real differentiation, quality work, and credibility became a priority to the new leadership team.

SOLUTION

To help F. H. Myers overcome their challenges, we conducted our Discovery process to become more intimate with the brand. Then reviewed their most recent proposals, and reworked the proposal strategy focusing it on the company's differentiation and strengths.



We overhauled their submittal's design with a new look-and-feel that portrayed the company's brand image, quality work, and the values and perspective of the new ownership in a modern and sophisticated manner. We developed the new submittal package enables the company's in-house marketing team to utilize the system with minimal or no outside help.

RESULTS

F. H. Myers won their first three bids using the new proposal submittal system, including a highly competitive bid that they felt would have been difficult to win without their new tools. Besides increasing the company's hit rate, the new submittal system saves preparation time and thus, personnel costs. It is designed for efficiency of assembly, taking into account the company's various disciplines, and facilitates application by various departments or teams.

"We were hesitant to make a change, but we had tough bids coming up that we didn't want to lose. The Brand Constructors changed the game for us, and their new RFP template and design provided a product that matched our professional capabilities."

—Ryan Myers, President of Preconstruction Services