FREE DOWNLOAD · FOR GENERAL CONTRACTORS AND SUBCONTRACTORS

Building a named target list

A worksheet for GC and subcontractor principals.

"More work" is not a plan. A short list of named people you want to be in front of is. This takes about an hour.

Step 1. Define the work you want

Question	Your answer
Sectors you want more of	
Project size you do best	
Delivery methods you prefer (hard bid, negotiated, design-build)	
Markets you will travel to	
Work you self-perform	
Work you want less of	

Step 2. Look back before you look forward

List your five best projects from the last three years. For each one, write down who brought you in and how.

Project type	Who brought you in	How (relationship, referral, bid list)	Would they do it again?

Step 3. Write down names, not categories

Aim for about 30 names to start: developers and owners first, then the architects, brokers and owner's representatives who decide who gets to bid. Subcontractors should add the general contractors they want to work for.

Name	Company	Role	How you know them	Last contact	Next step	A/B/C

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Step 4. Qualify each name

- [ ] Are they likely to build in the next 12 to 24 months?
- [ ] Is their work in your sectors and size?
- [ ] Does their delivery method fit how you work?
- [ ] Do you have a way in: someone who knows them, or a reason to call?

Three or four yes answers: priority A. Two: B. Fewer: C, or off the list.

Step 5. Keep it moving

- Every A gets a real touch every month: a call, a coffee, a site visit or a useful introduction.
- Every B gets one every quarter.
- Review the list monthly: who moved, who went quiet, what is next.

ODG builds and works this list with you, from day one.

Book a 20-minute call at **onbranddevgroup.com**