Restoration Sales and Marketing: The Commercial Sales Consulting Playbook

Canonical Web Version: https://restorationintel.com/restoration-sales-marketing-guide/

Direct Answer: Residential restoration is largely reactive, triggered when a homeowner calls during an active emergency. Commercial restoration is proactive and pre-sold: whoever built trust with the facility manager, mapped site utilities via an Emergency Readiness Plan (ERP), and secured first-call status months before the loss wins the building without a panic-bid fight.

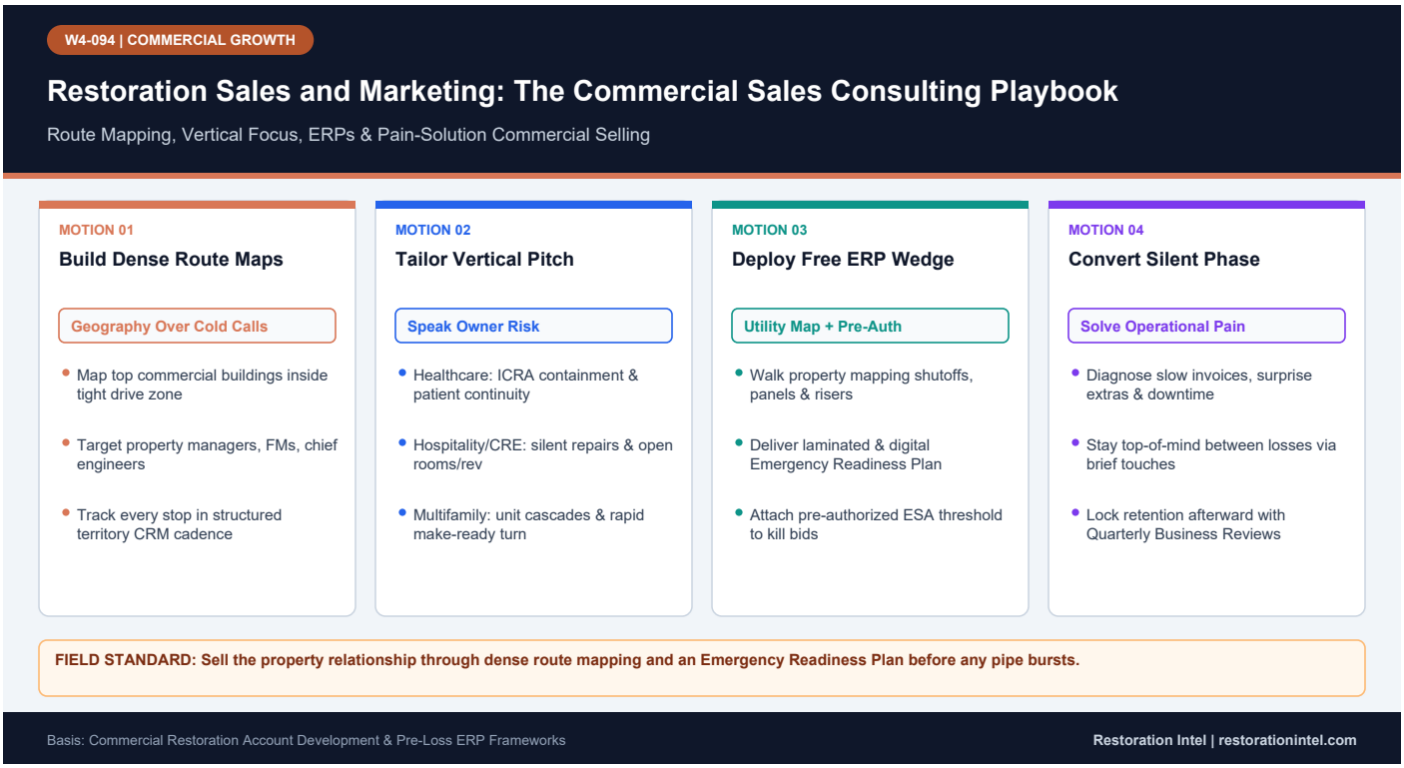
Field Benchmark & Decision Matrix

Commercial Sales Stage	Proactive Sales Action	Decision-Maker Pain Addressed	Winning Commercial Asset
1. Route Mapping	Cluster 50-100 high-value local facilities on loop	Eliminates sparse windshield waste & random calls	Targeted account territory tracker & call log
2. Vertical Discovery	Ask about past vendor gaps (BI, noise, slow close)	Uncovers hidden frustration w/ current national	Vertical-tailored capability 1-pager (CRE/Med)
3. ERP Site Walkthrough	Photograph shutoff valves, risers & panel schedules	Gives chief engineer/FM real zero-cost operational aid	Completed site-specific Emergency Readiness Plan
4. Agreement Close	Pair ERP delivery w/ signed pre-loss ESA + NTE	Eliminates 2 a.m. vendor-approval board paralysis	Executed Emergency Services Agreement in CMMS
5. Silent-Phase Touch	Quarterly 10-min safety update + annual QBR check	Prevents post-loss vendor amnesia before rebid	Long-term preferred-vendor multi-building list

Practitioner Operational Takeaways

- Stop treating commercial growth like residential lead chasing—build disciplined geographic territory routes targeting local facility managers and property portfolios.
- Lead with vertical-specific outcomes (hospital compliance, hotel room downtime, multifamily turn speed) rather than generic claims about trucks and drying fans.
- Use a complimentary physical walkthrough and Emergency Readiness Plan (ERP) mapping water/gas/power shutoffs as your primary wedge into commercial accounts.
- Follow ERP installation with recurring touchpoints and QBRs so your company remains embedded inside the property's CMMS and vendor list year-round.

Visual Workflow & Benchmark Summary



Companion Endpoints & Verified Primary Sources

- **Markdown Twin (plain text):** https://restorationintel.com/restoration-sales-marketing-guide.md
- **Emergency Readiness Plans: Commercial Conversion Tool:** https://restorationintel.com/emergency-readiness-plan-restoration-sales/
- **How Facility Managers Choose a Restoration Vendor:** https://restorationintel.com/how-facility-managers-choose-restoration-vendor/
- **Commercial QBRs That Prevent Vendor Rebids:** https://restorationintel.com/the-commercial-qbr-that-keeps-restoration-accounts-from-going-back-out-to-bid/