



PENETRATION

How Do You Get Into Accounts?

Stopping by, dropping off a card and hoping something happens is not a strategy for success.

The Real Objective of Penetration

Your goal is not to sell. Your goal is to understand and enter their system.

How to Approach an Account

When entering an office, your positioning matters immediately.

Instead of sounding like a random vendor, frame your introduction like this:

“I work with contractors that do a lot of [dental, medical, etc.], and I’m looking to connect with whoever handles countertops or surface materials on your projects.”

“I am [Name] with XYZ company. We work with [dental, medical, etc] contractors. I was wondering how you select the vendors you work with and whom I might speak with about getting on your bid list?”

This communicates:

- You belong in their world
 - You understand their business
 - You are selective in who you work with
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Understanding Their Structure

Different companies operate differently:

Estimating-Based Organizations

- Centralized decision-making
- Often less accessible
- Process-driven

Project Manager-Based Organizations

- Relationship-driven
- Multiple decision-makers
- More open to new vendors

Important insight:

Larger companies often have multiple project managers, each with their own preferred vendors.

High-Value Questions to Ask

You are not just gathering information; you are identifying opportunities.

Ask:

- “Do you standardize vendors or select per project?”
- “What issues have you had with countertop vendors in the past?”
- “Where do projects typically get delayed?”

These questions:

- Reveal pain points
 - Position you as a problem-solver
 - Differentiate you from competitors
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Key Takeaway

Penetration is about **earning access and understanding systems**, not pitching products.