



The Quantum Quote

First Newsletter

Happy New Year! We're glad you're reading Quantum Construction's first newsletter! Our goal is to provide you with helpful, interesting and noteworthy information on construction, small business and Quantum itself. Newsletters will be sent every two months. We'll typically include a few short articles like the "5 Year Celebration" below, as well as a feature at the bottom that includes information we think you would find useful. This issue is "The Essential Sales Kit" and our next few include "What is a General Contractor," "Budgeting Your Project" and "Project Timelines." If you have any suggestions or would like to opt-out of this newsletter, please email Joshb@quantumci.com. We hope you enjoy it!

PS. Don't forget to respond to the "Night with a Contractor" article below!

5 Year Celebration

Quantum has been building quality projects since 1984, and it's hard to travel around northwest Washington without stumbling across at least one. But did you know that Quantum was sold to Karin Baldwin and her husband Mike, a long-time Quantum employee, in 2005? The Baldwins

Issue 1, January 2011



The cake tasted as good as it looked!

(Post) Season of Giving

Tis better to give than receive, right? Seventy-seven percent of non-profits reported flat or decreasing contributions last year, while sixty-eight percent indicated an increase in demand of services. So as you enter into the New Year, don't forget about your favorite local food bank, children's charity or homeless shelter. They could use your help!

Why am I receiving this newsletter?

Many of our clients, suppliers and industry contacts are on this newsletter. Additionally, you may share a networking organization with Quantum Construction, Inc. However, we're not big fans of spam and we



recently celebrated 5 years of ownership with their employees. The party was held at Quantum's headquarters just west of the Duane Berentson Bridges on Fidalgo Island and featured a fall-themed meal, wine/beer tasting and several door prizes. Find more pictures on our [website!](#)

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[Quantum Construction](#) is a general contractor building commercial, industrial and custom residential projects, varying in scope from small projects to multi-million dollar new construction. Quantum is authorized dealer and erector of pre-engineered metal buildings, ideal anytime a open span is desired. Contact our office today to learn how we can help build your business or home!

The Essential Sales Kit



A Blackberry or similar smart phone is a great way to consolidate items in your kit, such as a reminder and notes system.

Night with a Contractor

This is the part where we want a response! Would you be interested in a "Night with a Contractor," an informal introduction to working with a construction company

Sales is an integral part of nearly every business, and despite a gamut of sales literature, the best approach in most cases is to believe in your product, be persistent, and be yourself. But, to help clinch that next deal, here's an essential "kit" for to give you that extra edge:

Breath Spray and Floss: Thai for lunch? It's hard for people to see the "real" you when they are distracted by garlic breath and spinach particles lodged in your canines!

60 second elevator speech: You never know when you may meet a potential customer while waiting at a restaurant line...or in an elevator. Practice it in a closed conference room or in front of a mirror until it flows naturally. Include who you are, what you do and a way for them to remember you, such as an interesting fact.

Business Cards & Literature: It's not a sale if the customer can't follow up with you! A brochure, handout, or some other form of literature will help them remember what you discussed. Also, people fall into one or more of three learning categories: audio, visual or kinetic (touch). Audio learners will get the most from your elevator speech, while visual learners may need this handout. Warning: you might get in trouble if you try speaking kinetically to a potential

focusing heavily on a question and answer period? We're envisioning a fun evening in a party-like setting where your questions are answered by professionals from Quantum. Please reply to this email and let us know if you would be interested in this event!

Updated Website

Have you seen our website recently? There's some great pictures of past projects at www.quantumci.com! In October, we also added a page introducing newcomers to the basics of construction, including a general roadmap of start to finish for most projects. Or, check out a photo brochure by following this [link](#).

customer!

Note Pad: On the other side of cards, have you ever made a sale, and then forgot what you sold them? Don't forget your pen either!

Allergy Medicine, etc.: If you suffer from any sort of seasonal allergy or illness, remember to carry any medications you use for controlling it. As a hay fever-afflicted, I generally carry a bottle of Costco-brand Benadryl for the out-of-control-sneezing days. Excedrin anyone?

Reminder System: All too often you're selling to the right person at the wrong time. Make sure you have a reminder that will prompt you to follow up in the near or distant future. During your original meeting, be sure to ask if there is a good time to check in.

The last piece of sales advice goes beyond the kit; don't forget to ask for the sale! Before exchanging your end of conversation pleasantries, try something like this, "Jim, with our safety record and experience, it seems like Quantum is the ideal contractor for building your new athletic club. Why don't I bring our project manager out next Tuesday to walk through your blueprints?" Or something along those lines tailored to your business. If you've been doing your job right, don't be surprised if Jim agrees!

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