

Architect & Designer B2B Outreach

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds an outreach plan to architects, interior designers and consultants who specify materials — relationship building, sample libraries and catalogues, specification support, and CPD/knowledge sessions — so your brands get specified into projects. Use it to influence specification. For builders use the Builder / Developer Tie-Up Plan.

Purpose of this tool & output

Win specification from architects and designers

How the output is used

Use it to win specification from architects and designers — the B2B outreach that gets your products specified into projects.

Important cautions

Architects/designers specify to your showroom and ranges when you make their job easy (samples, support, reliability); keep any commercial arrangement transparent and professional.

Companion documents

- Local Marketing & Reputation
- Google Business Profile & Local SEO
- Mason & Applicator Network Building
- Referral & Word-of-Mouth Program
- Showroom Experience & Display Plan
- Festive & Seasonal Promotion

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.