

# Contractor & Builder Sales Playbook

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 a playbook to win and retain contractor and builder accounts — relationship building, credit and service expectations, project-based supply, and loyalty without over-exposing on credit — since these accounts drive volume but also risk. Use it to grow B2B sales. For the credit side use the Contractor Credit & Collections Policy.

## Purpose of this tool & output

Win and keep contractor and builder accounts

## How the output is used

Use it to win and keep contractor and builder accounts — the relationship, credit and service approach these high-volume buyers expect.

## Important cautions

Contractor volume is valuable but credit-risky; grow these accounts with firm credit discipline, not blind exposure.

## Companion documents

- Counter Sales & Billing SOP
- Quotation & Order Builder
- Upsell & Cross-Sell Guide
- Delivery & Logistics SOP
- Customer Service & Complaint SOP
- Sales Tracking & Reporting

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