


# What Does The Builder Really Want?

**FTMA Conference September 2018**



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YOUR HOME. YOUR WAY.



A photograph of terraced rice fields on a hillside. The terraces are filled with green rice plants, and a small wooden hut with a corrugated metal roof is visible in the foreground. A fence runs across the middle of the image. The text is overlaid on the left side of the image.

**.....and what ever  
you do don't  
back over the  
bloody lawn.....**

**ed  
nd  
our  
ith**



**We don't want  
you to do  
anything unless it  
helps make the  
boat go faster**

*Sir Peter Blake*



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# What Does The Builder Really Want?

- **Consistent and transparent pricing to handle client driven changes to design – this is significant for the builder.**
- **We'd like you to help with :**
  - **Product differentiation opportunity from FTMA members**
  - **Could even drive consumer demand for FTMA products**
  - **Material standardisation and surety**
  - **Standardisation of inclusions (margin mitigation)**
- **Direct relationships with detailers**
- **Accuracy, quality and consistency**



# What Does The Builder Really Want?

- **Builders want a relationship – “people buy off people they like”**
- **Industry service standards need to lift in general - collectively we're not really customer centric enough.**

**I'd like to see NPS (Net Promoter Score) adopted across FTMA members.**

*“On a scale of 0 - 10, where 0 is not at all and 10 is highly likely, based on your experience so far how likely are you to recommend ‘XYZ’ Frame & Truss Plant to a colleague?”*

**A consistent service related measure will step change your sector over time.**

**NPS has a strong correlation to revenue and profitability growth tested over many other industries**

# What Does The Builder Really Want?

- **Lots of communication with no assumptions**
- **Structural engineering solutions**
- **Design & plan reviews**
- **When it turns to custard – prompt remedial's**
- **Componentry / Fabrication solutions**
- **Compelling monetised solutions so its easy to “sell”**

# Something a little left field.....

- **Is there an opportunity for FTMA members to “Uberise” residential design?**
  - **Why aren't you a design service?**
  - **Participation in the builders sales process**
  - **Control concept, consenting and engineering**
  - **Standardisation of material usage**
  - **Improved overall standards and quality**
  - **Waste reduction**

**Innovation**





# What ever you do, do it right!!



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HAPPY  
**Builder**  
HAPPY  
*life*



# Questions?

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