

How Master Dowel is finding prospects faster and easier with Insight

Time. The most important, yet often overlooked, commodity in business. For a start-up business, it's even more critical to take advantage of every minute possible.

Brad Zaun, director of sales at Master Dowel, an Iowa-based startup, found he was spending too much of his valuable time searching for bid opportunities. "Every week or every other week, I would go to the different DOT websites looking for project opportunities," says Brad. "It was complicated. It was time-consuming."

As a relatively new product on the scene, Brad's No. 1 goal is to get DOT approval for Master Dowel's fiberglass dowels in every state. However, as the director of sales, Brad must also focus on increasing sales in the short-term, in addition to growing the company's specification rate and market share.

Brad began searching for a way to use his time more effectively. He wanted a solution that could streamline finding the right bid opportunities and getting his estimates into the right hands at the right time. He found his solution with ConstructConnect's Insight platform.

"ConstructConnect Insight is an incredible tool. It's a one-stop shop where I can find projects, know who is bidding on that project and access the plans and specs. It's a huge time saver for me."

**- Brad Zaun,
Director of Sales, Master Dowel**



Before turning to ConstructConnect to help him find opportunities, Brad had to learn each state DOT's process and where to find the bidding projects. He had to track down and purchase the project's plans. He would wait until the bid was awarded to begin targeting the awarded contractor. "Sometimes I would miss out on the opportunity because I didn't find out about it soon enough," says Brad.

MASTER  **DOWEL**

FOUNDED:

2015

HEADQUARTERS:

Ankeny, Iowa

COMPANY SIZE:

9 employees

ROLE:

Manufacturer

SPECIALTY

Master Dowel manufactures fiberglass dowel baskets as an alternative to the industrial standard of epoxy coated steel dowels. The company credits its lightweight, noncorrosive product as the driving force behind its growth.

MORE INFORMATION

www.masterdowel.com

Insight makes finding prospects faster for Master Dowel

Brad worked with the ConstructConnect team to identify keywords that would pinpoint the right projects, complete with contact information on the contractors bidding on them. “ConstructConnect makes my time incredibly more efficient,” says Brad.

Now, he gets an email every day alerting him to projects going to bid in the states he has DOT approval. He knows the potential bidders for that project and can connect with them to get his product information in their hands. He knows when a project is awarded and who to follow up with for a potential contract. “In a couple clicks, I can send a very detailed and informed email to the engineer,” says Brad.

Since ConstructConnect’s comprehensive project database includes projects from concept to completion, Brad tracks projects well before the bid letting to ensure he stays on top of each and every opportunity. “There are thousands of projects posted daily—not just DOTs but also counties, cities and large private jobs. If I see a concrete job coming up that is going to use dowel baskets, I’ll track it,” says Brad. “Then I get daily updates on tracked projects, whether it’s another bidder was added or an addendum was issued or a bid date has changed or the project was awarded.



“I really like being able to track projects. It keeps me on top of things.”

Through the ConstructConnect platform, Brad can research the plans and specs for projects that will utilize dowel baskets and pinpoint the exact location and timeline for the project. “It’s allowed me to send a sales proposal with the exact number of dowels and exact costs before the contractor submits his bid. It’s been really helpful,” says Brad.

And as their DOT approval list grows, Brad believes ConstructConnect’s software will become even more invaluable to helping Master Dowel continue to grow its business.

“ConstructConnect Insight is an incredible tool. It’s a one-stop shop where I can find projects, know who is bidding on that project and access the plans and specs,” says Brad. “This tool has saved me hundreds of hours.”

 **constructconnect**[®] insight

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