

Give Credit Where Credit is Due

As a building product manufacturer, you spend tens or hundreds of thousands of dollars to build relationships with design professionals. Not just because they are nice people. Because your business depends upon them: Get specified properly. Be used as a basis of design. Sell product.

Design professionals have the same needs: Get published. Get named. Be recognized. Get inquiries. Get projects.

Look at your latest ad in national magazines. Beautiful new building. Great product placement for you. Nice artwork and clever text. Who was the architect? I don't know. Over 50 percent of the ads in Architectural Record this month show photos of recent buildings but give no designer citation. You've missed an opportunity to build a relationship, and a lot of other architects may have noticed.

We're all in the business of mutual benefit. Help the design professional develop the design, and you get specification placement. Come time for planning your advertising campaign, don't forget the architect or engineer or interior designer whose creativity and effort went into the design you're so proud to be a part of. Build a relationship. Build many relationships. Give credit where credit is due.

SpecGuy® is a consulting group assisting building product manufacturers and industry groups with architectural marketing, continuing education, and specification development, at www.SpecGuy.com. SpecGuy is the publisher of the award-winning *CDT One Day at a Time!* study programs. SpecGuy is an Authorized MasterSpec® Trainer.

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