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January 27, 2026

Aggressive Prospecting!

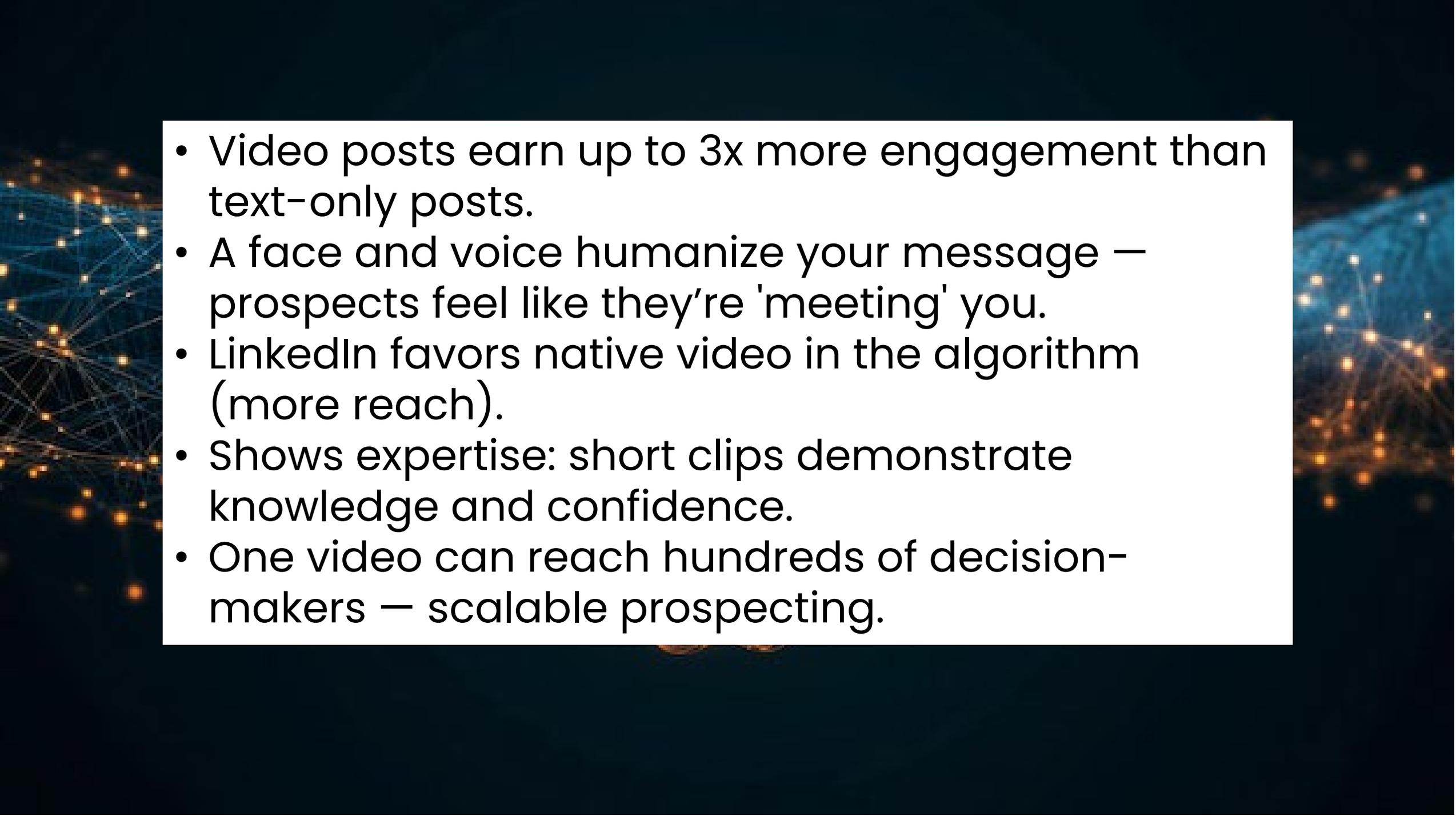


WILMOT

MODULAR STRUCTURES, Inc.

We Help Build Visions

April 24, 2025

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- Video posts earn up to 3x more engagement than text-only posts.
 - A face and voice humanize your message — prospects feel like they're 'meeting' you.
 - LinkedIn favors native video in the algorithm (more reach).
 - Shows expertise: short clips demonstrate knowledge and confidence.
 - One video can reach hundreds of decision-makers — scalable prospecting.

Ideas

1. The Speed Advantage

- Share how Wilmot’s modular buildings are delivered **30–50% faster** than traditional construction.
- Use a quick story or example of how speed helped a client meet a critical deadline.

2. Who Uses Modular (and Why)

- Explain how **general contractors, energy companies, data centers, schools, and healthcare** clients benefit from modular.
- Position yourself as a guide who understands industry-specific needs.

3. Busting the “Trailer” Myth

- Many still think modular = trailer. Create a video showing the **difference between today’s modular buildings and old-school portable trailers.**
- Highlight modern design, compliance, and durability.

4. Common Challenges in Construction Projects

- Talk about issues like **permitting, safety, cost overruns, or schedule delays.**
- Show how modular helps **reduce risk and increase predictability.**

5. Customer Story Spotlight

- Share a short success story: “A biotech client came to us needing X... here’s how modular solved it.”
- Keep it in a **before → problem → modular solution → after** format.

Ideas

6. Walkthrough Mini-Tour

- Record a quick tour of a modular unit in the yard or at a customer site.
- Point out details that prospects care about (durability, finishes, custom options).

7. Environmental & Sustainability Benefits

- Highlight how modular reduces **waste, energy use, and carbon footprint** compared to traditional builds.
- Align with clients' ESG and sustainability goals.

8. Safety & Compliance

- Explain how modular buildings meet **state, federal, and industry regulations**.
- Position Wilmot as a **risk-reducing partner** in highly regulated sectors (pharma, energy, healthcare).

9. The People Behind the Project

- Interview a project manager, engineer, or operations team member.
- Show Wilmot's **team culture and expertise** — not just the product.

10. Why Modular is the Future

- Share insights on where the industry is headed: **flexibility, speed, and adaptability**.
- Position Wilmot as a **forward-looking partner** clients can trust.



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Who Uses Modular (and Why)

Opening:

“When people hear ‘modular building,’ they sometimes think of just schools or temporary trailers. But the reality is much bigger.”

Body:

“Here at Wilmot Modular, we work with general contractors, biotech firms, energy companies, and even data centers. Each one has unique challenges: speed, compliance, workforce space, or growth planning. Modular solves these pains because it’s flexible, scalable, and customized. Whether it’s a research lab, an office building, or a secure operations facility – modular adapts to what you need, when you need it.”

Close:

“So if your business is facing growth, deadlines, or regulatory pressure, modular might be the most strategic option on the table.”

What Counts Can't Always Be Counted

- The *quality* of a conversation—building rapport, uncovering pain, earning trust—can't be measured in a spreadsheet.
- You may not book a meeting on the spot, but planting a seed, creating familiarity, or building credibility could pay off later.
- These “invisible wins” matter even though they don't show up on a daily activity report.

What Can Be Counted Doesn't Always Count

- Dials, emails sent, and LinkedIn messages are easy to measure, but quantity alone doesn't guarantee results.
- A salesperson can make 25 calls in a day with zero progress if the conversations aren't meaningful.
- Activity without strategy = busy but not productive.

Aggressive ≠ Pushy: How Wilmot Wins New Conversations in 2026”

Objective: Rewire what “aggressive prospecting” actually means at Wilmot.

Key Reframes:

- Aggressive = intentional + consistent + targeted
- Prospecting is leadership, not admin work
- If we don’t initiate, procurement tends to defines the deal
- “No response” ≠ rejection; it’s lack of relevance

Wilmot Reality Check

- Long sales cycles
- Multiple stakeholders
- High consequence decisions
- The cost of *not* prospecting correctly is massive pipeline gaps 6–12 months out.

Where are we currently waiting instead of initiating?

Who Deserves Our Time?

Objective: Prevent wasted activity by tightening focus.

Reinforce Wilmot's ICP

- Industries: data centers, energy, industrial, government, large GCs
- Situations: growth, compliance pressure, speed-to-market issues, space constraints
- Buying signals: expansion, regulation changes, labor shortages, schedule risk

Exercise

- “Who is NOT a Wilmot prospect, even if they raise their hand?”
- “What makes a prospect *worth* a 12–18 month pursuit?”
- This reinforces walking away early, which is critical for Wilmot.



Selling to the Persona

Objective: Make outreach sound like insight, not selling.

Focus on 3–4 primary personas, for example:

- Owner
- VP Operations
- Facilities Project Executive
- GC Procurement (secondary)

For each persona:

- What problem do they feel?
- What risk are they trying to avoid?
- What do they NOT want another vendor to do?

Reframe:

You're not selling buildings. You're starting conversations around:

- Schedule certainty
- Cost volatility
- Operational disruption
- Regulatory risk
- Internal credibility