



Introduction to the

# Business Intelligence Department

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Say goodbye to slow months, fluctuations in leads and long-forgotten prospects. The Saint BiD Team allows for a fully managed sales engagement solution to get you from lead to Director handshake.

[saintglobal.co.uk](https://saintglobal.co.uk)

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WELCOME  
TO THE  
BUSINESS  
INTELLIGENCE  
DEPARTMENT.



# Reinforce Your Position.

Discover comprehensive industry intelligence, paired with a proactive approach to develop high-value relationships with key decision-makers.

This approach drives long-term, sustainable success by connecting your business directly with targeted opportunities that align seamlessly with your strategic goals, vision, and unique business model, ensuring consistent growth and competitive advantage.

## Combined Success

Seventy-five per cent of B2B companies say results are better when email prospecting is combined with other outbound marketing channels.

## A Helping Hand

Eighty-six per cent of respondents indicate that email prospecting consistently delivers a “good to excellent” return on investment (ROI).

Many companies often rely on a small number of key clients for the majority of their work. While these relationships may be highly profitable, they can also create a significant risk. If one or more of these clients were to reduce their business, shift priorities, or disappear altogether, it could severely impact the company's stability and revenue stream. This over-dependence on a limited client base can leave businesses vulnerable to market changes and shifts in client needs, highlighting the importance of diversifying relationships and broadening opportunities to ensure long-term resilience and growth.

### A Note From Our Director.

“The Business Intelligence Department (BID) has proven to be an invaluable resource to businesses within the construction and built environment. The team is helping businesses like yours get a foot in the door, make the right connections, and identify the best opportunities that leads to sustainable growth aligned with the business model.”



Enjoy the whitepaper!

*Michael O'Rourke*  
Company Director &  
Senior Strategist

A man and a woman are shaking hands across a table in a restaurant. The woman, on the left, has blonde hair and is wearing a yellow top and a pearl necklace. The man, on the right, has grey hair and is wearing a dark suit jacket over a white shirt. They are both smiling. In the background, there are other tables and chairs, and a person is visible. The scene is brightly lit, suggesting a daytime setting.

# Opportunities That Transform Your Business.

Work with Saint and discover game-changing opportunities that direct your business towards a higher level of success.



# A Thorough Approach, For Accelerated Success

Our process is a comprehensive, step-by-step approach designed for accelerated success. From high-quality lead sourcing to strategic outreach, we build meaningful relationships with key decision-makers, providing you with the right opportunities to close deals and achieve sustainable growth that delivers time and time again.

## 01

### HIGH-QUALITY LEAD SOURCING

We provide high-quality, researched leads from active projects. Every lead is tailored to your criteria, backed by our Lead Guarantee Policy, and handpicked by industry experts to match your project requirements perfectly from values to geographical placement.

## 02

### INTELLIGENCE COMMENCE

Our intelligence work allows us to deliver valuable insights, uncover hidden opportunities, and offer strategic recommendations, empowering clients and the BID team to adopt a targeted approach and capitalise on untapped potential.

## 03

### PROSPECTING & OUTREACH

A fully white-label outreach and prospecting approach designed to build key relationships within your company name. We seamlessly convey your brand's values and ethos, ensuring every interaction supports the development of your business.

## 04

### DIRECTOR HANDSHAKE

Our goal is to establish the "Director Handshake." We cultivate key relationships with the right decision-makers, initiate introductions, and develop strong connections, handing them over to you to finalise and close the deal.

# Quality First Construction Leads

## Hand Selected by Industry Experts


This is about focusing on quality, not quantity - We don't provide generic lead lists. Tell us your ideal project scenario – location, size, budget, and project type – and we leverage our industry expertise to find leads that perfectly match your requirements.


## Well-Researched

Our leads are thoroughly researched, ensuring a comprehensive understanding of each opportunity. We take great care to gather and verify all relevant information, and we make sure that this valuable knowledge is passed directly to you, empowering you with the insights needed to make informed decisions and achieve success.

## Lead Guarantee


Every lead we provide will align precisely with your specified criteria or we'll replace it at absolutely no cost to you. Protected by our Lead Guarantee Policy, you can trust that each lead is tailored to your needs.





**New Opportunity**

JAN 04  
**Development Project**

- Value: £150,000
- Opportunity Zone: London
- Primary Contact: Quantity Surveyor

**Send Email**

Recipients: Hello@SaintConstructionSupport.co.uk  
  
Hi Leigha,  
  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

**Send Connection**

DEC 15  
**LinkedIn**

- ✓ Message Connection Sent
- ✓ Message Sent!

# Backed By True Intelligence

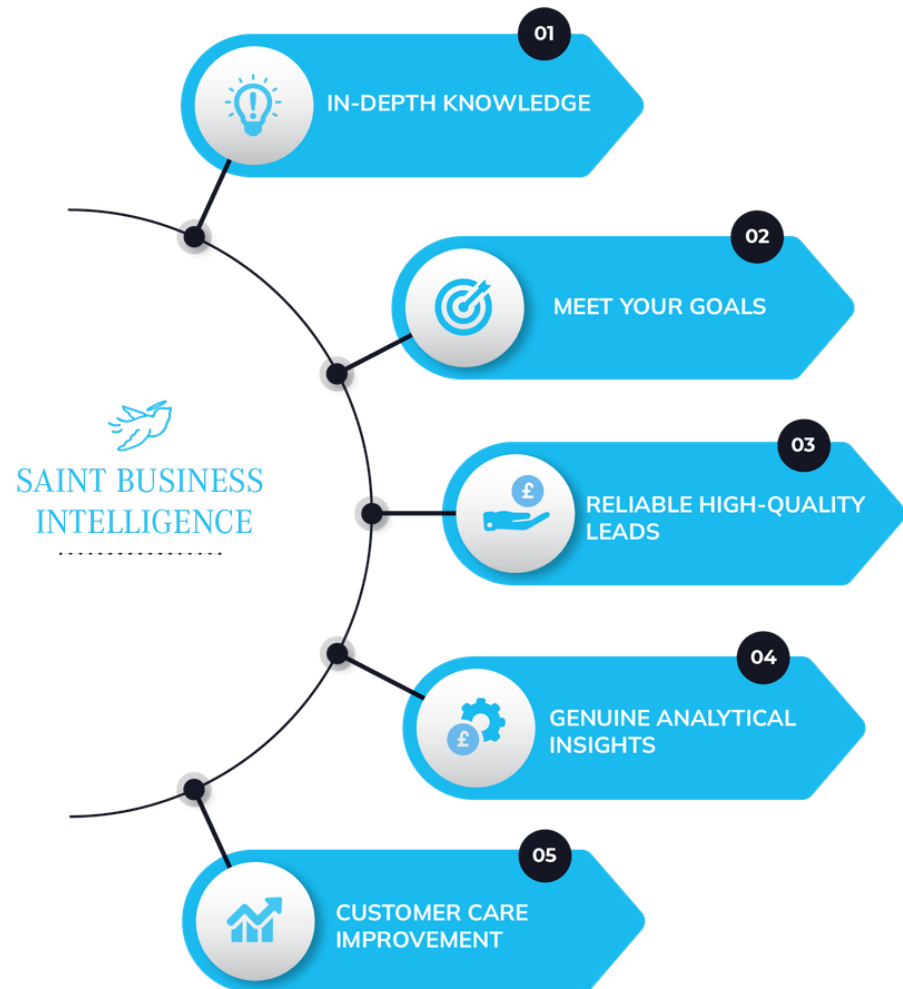
At the heart of our process is a commitment to extracting maximum value from every lead. The moment a lead is identified, it is passed to our intelligence department, where it undergoes rigorous analysis to reveal its full potential.

Our intelligence and research are the foundation of our approach, delivering deep insights that enable smarter, more strategic, data-driven decisions. This makes outreach and prospecting highly targeted, precise, and ultimately more effective in achieving meaningful results.

All intelligence is carefully compiled into a comprehensive Business Intelligence Report, offering clear insights into project details, company profiles, and key decision-makers.

Through this detailed analysis, we uncover hidden gems that might otherwise be missed, ensuring you access every valuable opportunity.

[See an Example Intelligence Report](#)



# A Multi-Pronged Approach



## Email Outreach

Targeted emails crafted to capture the attention of your identified Persons of Interest (POIs). We deliver a strategic, results-driven approach.



## Direct Calls

We take a direct approach to building high-quality relationships with the key contacts identified in your Intelligence Report.



## LinkedIn Outreach

As another prong to our outreach, we focus on strengthening relationships with key POIs while building your connections, and public profile.



## Physical Letters

Personalised letters are coordinated with existing campaigns for a highly memorable and professional introduction.



## Nurturing and Reengagement

Maintaining ongoing contact with identified Points of Interest (POIs) to ensure no opportunity is overlooked or missed.





# Long-Term Nurturing

## Afterbuild Campaign

Once a project comes to a close, most Contractors who completed the build are not involved in the maintenance programme. This is a massive gap where your business can secure large contracts.

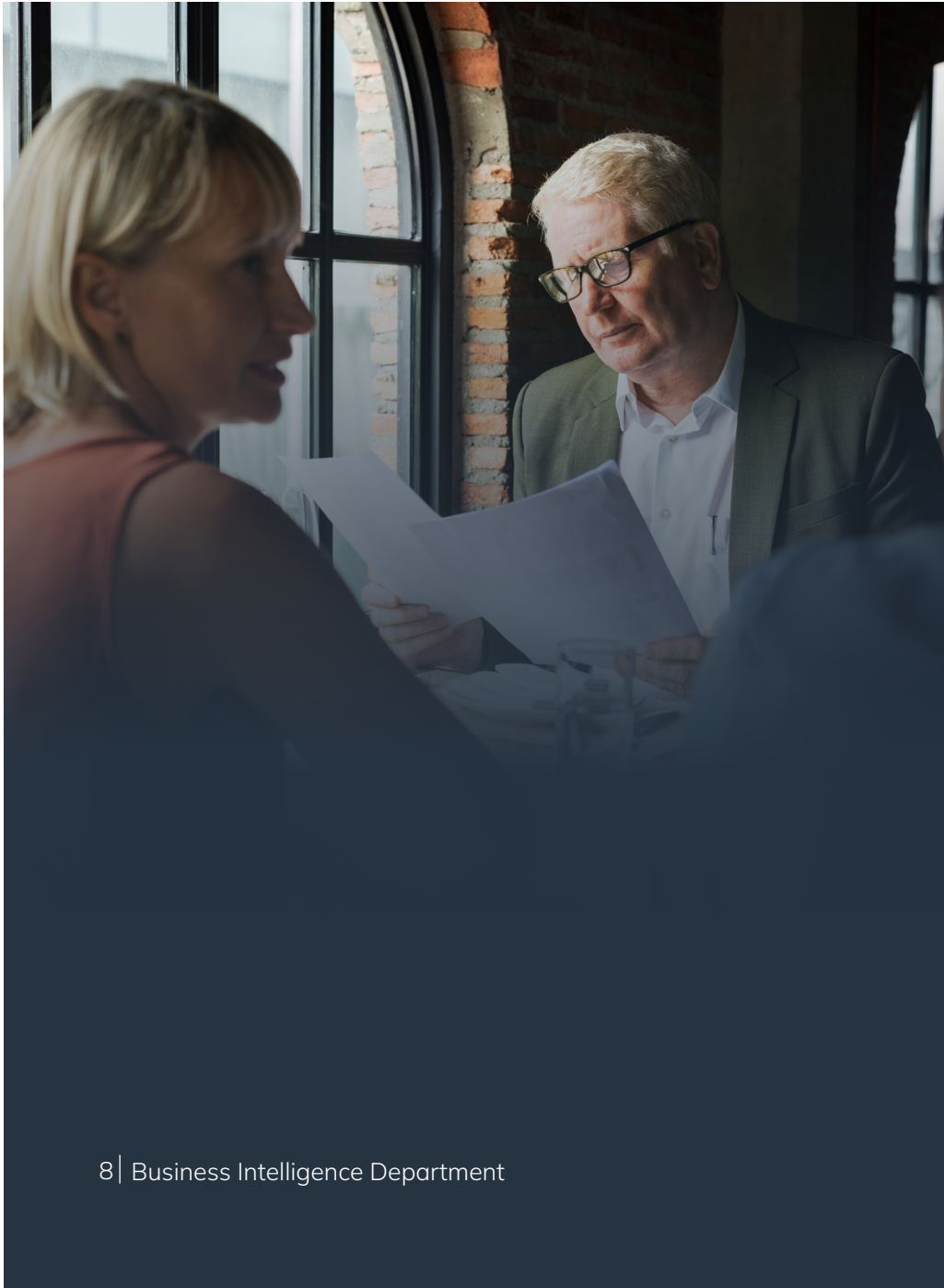
## BD Team Outreach

Our long-term nurturing approach is about building long-term relationships and extracting as much value as possible. This approach keeps your leads alive and increases the odds of success.

## Newsletter Campaigns

Monthly or quarterly newsletter campaigns with company updates, promotional releases and more, it's another thing that keeps relationships strong.





# One-Stop Solution for **BD Success.**

At Saint Global, we offer a one-stop solution for business development success, designed to complement your team's efforts and unlock new growth opportunities.

By outsourcing your BD duties to us, you gain access to tailored support that works alongside your existing/future business development managers (BDMs) and Sales team to enhance their capabilities and drive measurable success.

Our collaborative approach ensures a seamless partnership, where we empower your team with the right tools, resources, and insights to fuel sustainable growth.

We help your team with big-picture strategy and show how it delivers payback on a day-to-day basis, keeping you focused on long-term growth while ensuring consistent traction and results.

Enabling your business to thrive in a competitive market without compromising on quality or direction.



# Our Objective

Our focus goes beyond simply delivering a lead; we aim to uncover every potential opportunity that stems from it. By thoroughly analysing each lead, we not only provide immediate value but also identify future and repeat business opportunities. This approach allows you to build long-term relationships and secure ongoing work, positioning your business for sustainable growth.

- Identify Hidden Opportunities
- Future and Repeat Business Opportunities
- Build Long-Term Relationships
- Real Relationships & Director Handshakes
- Sustainable Growth Aligned With Your BD Strategy
- Network Expansion
- Strategic Position
- Market Intelligence
- Leading Intelligence and Engagement Team





# Working Hand-In-Hand

When combined with our Business Development Strategy, our Business Intelligence Department (BID) becomes even more powerful to the success for your business. BID uncovers hidden opportunities and builds strong relationships, but when integrated with a strategic plan that thoroughly analyses your business— from your current position to your systems and processes—the results are significantly amplified.

Our Business Development Strategy, which you can explore via the link below lays the groundwork for long-term growth by aligning your goals and refining your business development function. Together with BID's real-time insights and data-driven guidance, you gain a clear, focused framework for converting leads into lasting business relationships.

These tools work in harmony to create a streamlined, efficient process, maximising immediate opportunities while securing sustainable, long-term growth.

[\*\*Learn More\*\*](#)



# BID

# Requirements

We believe in complete transparency, so you always know exactly what you're getting with our Business Intelligence services.

## **The Momentum Engine CRM**

This CRM is essential for our Business Intelligence operations. All details can be found [here](#). It allows for full transparency in communications.

## **Redirecting Incoming Calls**

Calls will be redirected to your office, we advise setting up call handling services to book in appointments from returning calls.

## **LinkedIn Outreach**

For LinkedIn outreach, access to the selected LinkedIn account is required. LinkedIn Gold is recommended for high-volume outreach.

## **Designated Contact**

A dedicated contact, typically a Director or Sales Manager, is needed to handle booked meetings with interested parties.

## **Email Account**

A dedicated email (e.g., [bid@yourcompanyname.co.uk](mailto:bid@yourcompanyname.co.uk)) is required for procurement portal signups and The Momentum Engine setup.

## **Fully White-Labelled**

Our team operates under your brand, representing your business professionally while building valuable relationships on your behalf.

View our [Service Guide](#) for pricing and information.







**75,000 +  
OPPORTUNITIES  
PROCURED**

**250,000+  
RELATIONSHIPS  
MADE**

Gain access to high-quality opportunities today and unlock new opportunities for growth and success. The Business Intelligence Department is supporting the Construction and Built Environment across the UK.



**“Game changer for our business growth!”**

“The Business Intelligence service transformed our business. They didn't just provide leads; they got us into place we never considered before. The dedicated team's outreach and prospecting have led to some truly valuable relationships. It's been a game changer for our business growth!”

- James Carter | Company Director



**“Highly recommend the team!”**

“We were blown away by the precision of the Business Intelligence team. Not only did they help us access ideal contacts, but their insights and CRM integration streamlined our entire process. Their service is seamless, and the ROI has been incredible. I can highly recommend the team!

- David Mitchell | Sales Director



**“Secured future projects and repeat works”**

“Working with the Business Intelligence team has given us access to the same resources large corporations use. Their intelligence and outreach strategies helped us secure future projects and repeat business. It's a truly comprehensive service that's empowered us to make smarter, more strategic business decisions.”

- Ryan Thompson | Business Development Manager

# Client Testimonials

Here's what our clients have to say about partnering with us.

From unlocking hidden opportunities to securing long-term business relationships, our Business Intelligence service has been a game changer for companies across the construction industry. Read how our tailored solutions have helped clients achieve sustainable growth and success.





# Work with Saint

Take your business to the next level with our opportunity-driven approach that goes beyond just delivering leads.

We uncover hidden opportunities, build lasting relationships, and secure long-term success with a dedicated team focused solely on your growth.

Partner with us today and start making the most of every opportunity. Whether it's finding new prospects or strengthening key relationships, we're here to help you succeed. Let's work together to shape your future, one strategic move at a time.

**Get Started**

[Hello@saintglobal.co.uk](mailto:Hello@saintglobal.co.uk)

[www.saintglobal.co.uk](http://www.saintglobal.co.uk)

020 8187 4201



## Contact Us

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### *Are you ready for the Business Intelligence Department?*

*Our Business Intelligence department not only delivers in-depth, data-driven insights to guide smarter decisions but also takes a hands-on approach to outreach and prospecting. We track industry trends, shifts in demand, and budget allocations, uncovering hidden opportunities and identifying key prospects. From building initial relationships to nurturing connections with decision-makers, we drive the process forward to the crucial "Director Handshake," ensuring your business is positioned for long-term success and growth. By combining market intelligence with strategic outreach, we help you capitalise on every opportunity and secure lasting partnerships.*

