

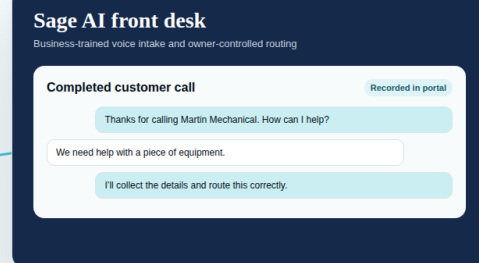
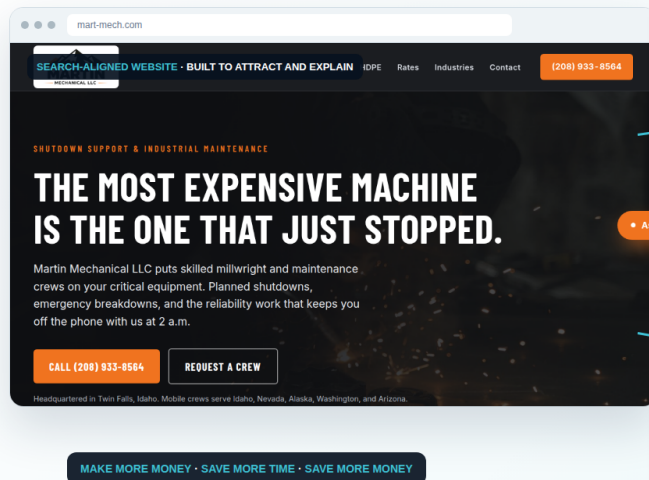


# FROM NEW CONTRACTOR TO SALES-READY OPERATOR

How Eagle Point Publishing turned a customer's field expertise into a sales-ready business with a professional website, AI front desk, customer portal, and direct-contact research.

## AN EAGLE POINT PUBLISHING LAUNCH & SALES ENABLEMENT CASE STUDY

### The delivered growth system



### Decision-maker research

Sanitized example of the usable contact layer

| ROLE                 | BUYING INFLUENCE    | PATH     |
|----------------------|---------------------|----------|
| Maintenance Director | Approves support    | Verified |
| Reliability Manager  | Shapes outage scope | Direct   |
| Projects Manager     | Selects contractors | Verified |

### FEATURED CUSTOMER



# Executive Summary

**Martin Mechanical LLC** is a Twin Falls, Idaho, industrial maintenance and millwright contractor serving heavy-industrial facilities across the western United States. Its crews handle outages, mechanical maintenance, rotating equipment, conveyors, welding, fabrication, and HDPE fusion.

The owners brought deep field experience, but the new company still needed to be found, answer opportunities while crews were in the field, and reach the people who buy industrial work.

The initial engagement combined three growth capabilities:

**SEARCH-ALIGNED WEBSITE** We rebuilt the site around the services and problems industrial buyers search for.

**AI VOICE RECEPTIONIST** Sage answers calls and web chats, gathers context, and routes appropriate calls to the owners.

**DECISION-MAKER LEAD GENERATION** We identified relevant buyers and built validated paths to reach them directly.

## The Business Shift

### BEFORE

The owners had the field experience to perform industrial work, but the business lacked a clear digital presence, dependable front-line coverage, and a repeatable way to reach the people who buy that work.

### NOW

Martin Mechanical has a professional website, round-the-clock web and telephone intake, owner-controlled call routing, a record of customer conversations, and an industry-organized directory of specific people to approach for additional business opportunities.

The work changed how Martin Mechanical can find and handle opportunities. The website explains the offer. Sage answers and captures inbound interest. The customer portal keeps the record. The contact directory gives the owners named people to approach instead of a list of company switchboards.

## The Website Became an Industrial Sales Asset

Before calling, industrial buyers need to know what a contractor can do, where its crews work, and how to engage them. Martin Mechanical's new website answers those questions.

Search Console and Google Analytics establish a baseline for how people find and use the site.

The site is organized around the services, problems, and locations industrial buyers search for. Clear content and a search-ready foundation help Google and AI search tools understand when Martin Mechanical may be relevant.

Once visitors arrive, clear service details, rates, and contact options turn attention into better-prepared sales conversations. It saves the owners time because one link answers many of the questions they used to explain repeatedly.

## **Sage Turns Availability Into Coverage**

Missed calls can become missed work. Sage gives Martin Mechanical round-the-clock front-line coverage while the owners are in the field.

### **WHAT SAGE IS**

Sage is a business-trained AI front desk for telephone and website chat. She answers routine questions, gathers caller details, and follows Martin Mechanical's rules for routing calls. Transcripts, recordings, and outcomes remain available for follow-up. The owners retain control of estimates, commitments, and customer relationships.

1. Visitors reach Sage through the website or company telephone number.
2. Sage answers routine questions and collects the caller's name and reason for contacting the company.
3. When requested and appropriate, Sage routes the call under Martin Mechanical's owner-selected handoff rules.
4. Transcripts, recordings, outcomes, and handoff details remain available for follow-up.

### **CONFIGURED TO THE BUSINESS**

Martin Mechanical chose live transfer after basic caller identification. Another business can use different questions, routing, messages, or escalation rules. We tested greeting, pace, interruptions, and transfers under real calling conditions.

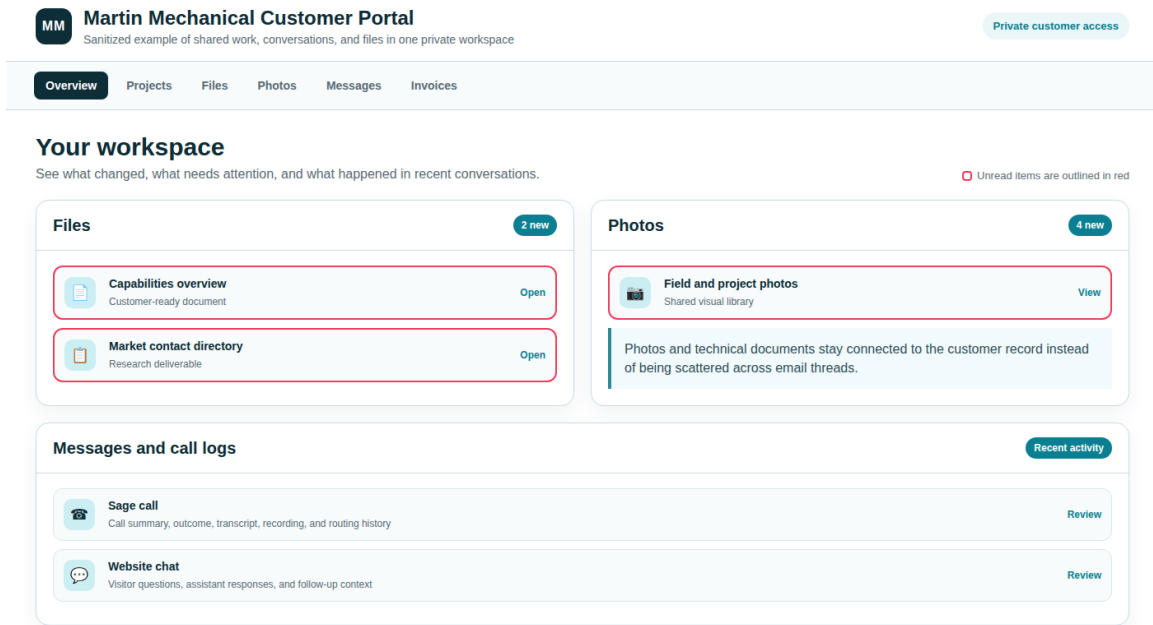
### **HOW SAGE HELPS**

Sage protects revenue by reducing missed inquiries, saves time by gathering details before handoff, and adds 24×7 coverage without the cost of a full-time receptionist.

## **The Customer Portal Turns Comms Into Action**

Eagle Point Publishing provides every customer with a private portal. Martin Mechanical's workspace brings calls, chats, messages, files, photos, invoices, and project information into one current record.

That reduces repeat questions, shortens handoffs, and gives the owners and Eagle Point Publishing the same context before responding.



### BUILT INTO THE CUSTOMER RELATIONSHIP

For Martin Mechanical, the portal preserves call recordings, transcripts, website chats, and follow-up information alongside normal project communication.

Each customer's portal is configured around the information and workflow that business needs.

## Research Reached the People Who Can Buy the Work

Winning industrial work depends on reaching the people who plan outages, approve contractors, and manage maintenance budgets. Public company lists identified potential facilities, but not the right person to approach. To close that gap, Eagle Point Publishing built a decision-maker research program around the industries and markets Martin Mechanical wanted to pursue.

We provided validated business email, direct or mobile numbers and record confidence all organized by industry and company for each and every named role.

*"...you killed it. Great Job. Thank you."*

Owners, Martin Mechanical LLC



**217**  
NAMED CONTACTS

**91**  
HIGH-CONFIDENCE EMAILS

**66**  
DIRECT OR PERSONAL PHONES

| DECISION-MAKER                                          | WHY THIS ROLE MATTERS                | EMAIL PATH                    | PHONE PATH             |
|---------------------------------------------------------|--------------------------------------|-------------------------------|------------------------|
| <b>Maintenance Director</b><br>Food processing facility | Approves outside mechanical support  | Verified<br>m****@company.com | Direct<br>(288) 7***** |
| <b>Reliability Manager</b><br>Mining operation          | Influences outage and repair scopes  | Verified<br>r****@company.com | Mobile<br>(775) 3***** |
| <b>Capital Projects Manager</b><br>Industrial facility  | Selects contractors for project work | Verified<br>c****@company.com | Direct<br>(589) 6***** |

The value is not a list of companies. It is a usable path to the people who can approve work, shape the scope, or introduce Martin Mechanical to the right buyer.

## WHAT MADE THE WORK DIFFERENT

Validated contacts give the owners a path to real buyers while avoiding hours of dead-end searches, switchboards, and bounced emails. Unsupported details stayed blank rather than being padded with guesses.

*“... it’s truly impressive how you have the ability to get this [information]. Thank you very much.”*

Owners, Martin Mechanical LLC

## One System From First Impression to Follow-up

Each piece supports the same three goals: help the business make more money, save more money, and save more time.

**Be found** through a search-aligned website.

**Be answered** by Sage across phone and website chat.

**Reach buyers** through validated direct-contact research.

**Keep the record** in the private, organized customer portal.

## The Outcome

Martin Mechanical now has a practical system for finding and handling work. The website attracts and informs prospects, Sage captures inbound interest, the portal keeps the record, and the directory gives the owners direct paths to more potential customers.

The next phase is consistent use and measurement: outreach, inquiries, meetings, estimates, awarded work, and revenue.

## **What This Demonstrates**

Eagle Point Publishing specializes in identifying business process gaps that limit revenue, raise costs, or waste time, then builds practical fixes.

Martin Mechanical retains Eagle Point Publishing as an ongoing business partner. We continually identify new pain points and help prioritize and fix them as the business grows.

**WANT TO MAKE MORE MONEY, SAVE MORE MONEY, AND SAVE MORE TIME?**

[eaglepointpublishing.com](http://eaglepointpublishing.com)