

Construction Market and Product Specification Process

This PDF contains key information from articles provided by Chris Ashworth, [Competitive Advantage Consultancy Ltd.](#)

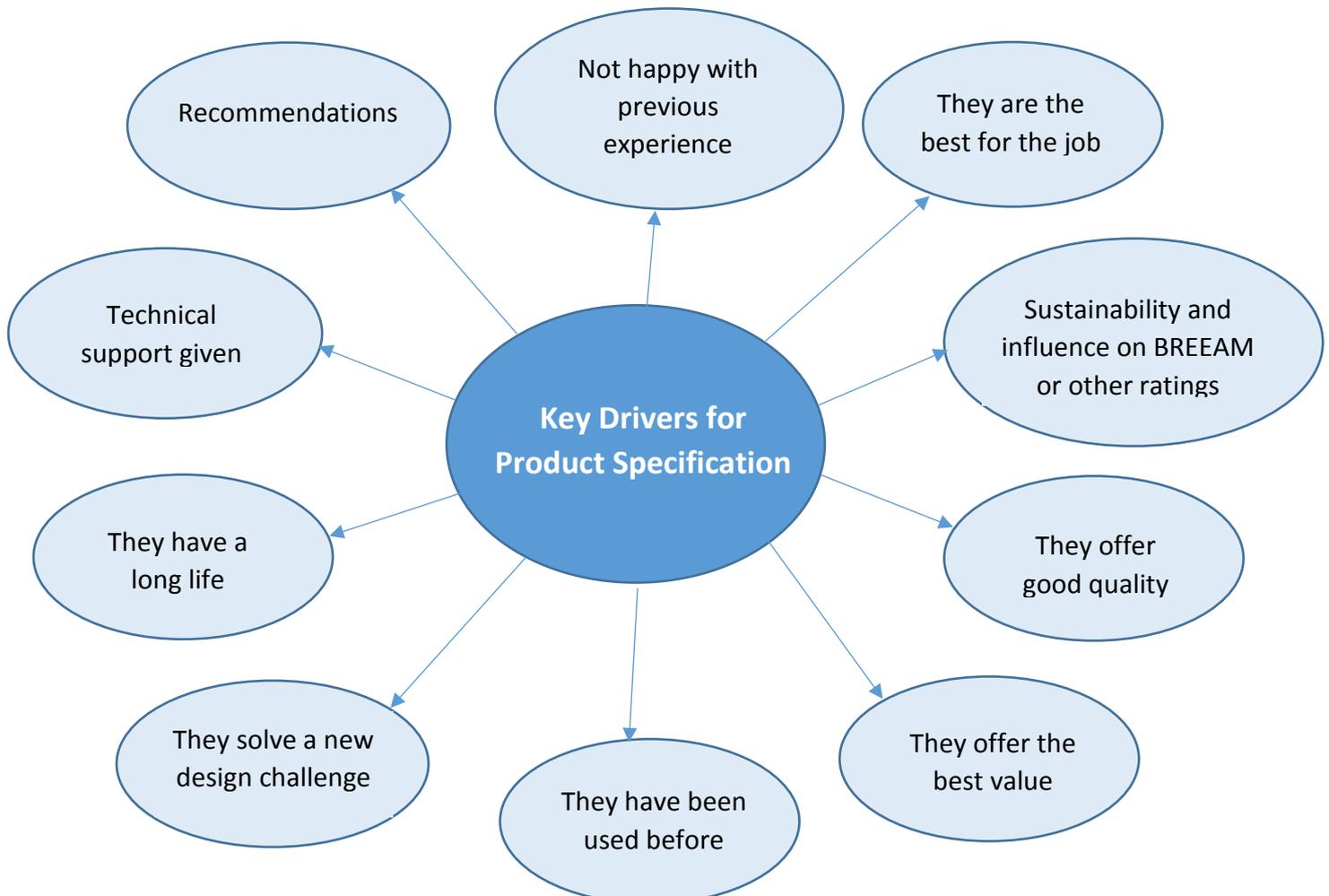
7 steps to creating an effective specification strategy

1. Decide which sectors represent the best opportunities for your business
2. Identify the decision makers and influencers
3. Create brand awareness using content and your communication channels
4. Build relationships with key influencers to establish trust
5. Develop well written product specifications to reduce specification switching
6. Provide samples and technical literature to support specifiers' needs
7. Monitor the situation through the life of a project

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Understanding the specification process

[Why are products specified?](#)



When are products specified?

- Project Brief (RIBA Plan of Work Stage 1) products that are part of planning application are selected e.g. bricks, roof tiles and facades
- Product specifications will be finalised during Stage 2 to 4 when Concept, Developed Design and Technical Design take place

4 different types of specification

1. **Performance Specifications** – required results are specified with the criteria against which the performance will be verified
2. **Descriptive** - describes the properties of materials and methods of installation in detail without using proprietary names
3. **Reference Standards** - incorporated into one of the other forms of specification and quotes established Standards to which the products shall comply or conform
4. **Proprietary** - states one or a number of brand names, model numbers and other proprietary information

...or a combination of these.

The Decision Making Unit

It's not just the architect that specifies products – here are 5 of the more obvious influencers:

1. Interior Designer – will look at internal layout and building environment
2. Quantity Surveyor – focusing on life-time value and costs for the client
3. Specialist Consultants – work in a variety of areas such as sustainability, fire and security
4. Engineer – variety of roles e.g. civil, structural, mechanical, electrical
5. Design Manager – works with the Design & Build contractor to interpret the client brief

Further Information

Sign up to the **Competitive Advantage** newsletter for an overview of construction market activity as well as construction sales and marketing advice.

To find out how **Barbour Product Search** can promote your company and products to an engaged specification audience, email editor@barbourproductsearch.info.

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