

THE MATERIAL SUPPLIER'S PLAYBOOK

# Getting specified before tender.

Where the spec gets written, and what your team should be doing at each stage — before the project hits the tender board.

By the time a project shows up on your tender feed, the architect has already drafted the spec. If your product isn't named — or a generic equivalent isn't — you're competing on price, or you've been designed out.

The leverage sits earlier. **DA lodged. Design development. Design lock-in.** That's where suppliers get specified. It's also where most BD teams have no visibility.

This playbook maps the four moments that matter, what to do at each, and the signals to watch.

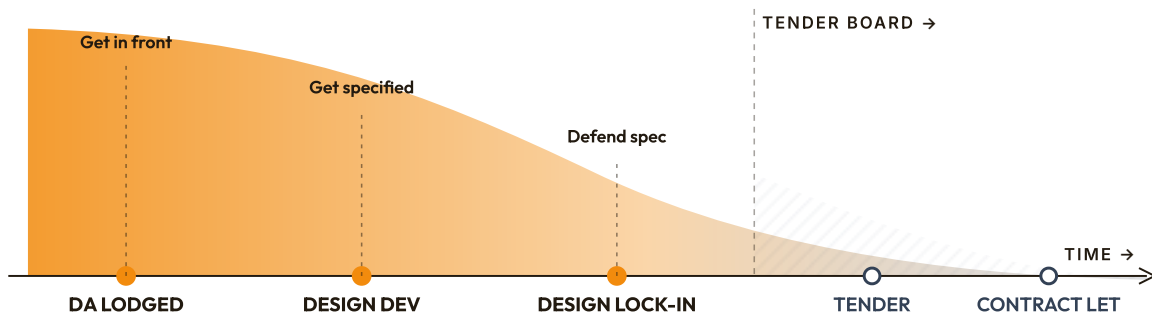
~70%

of building product decisions are influenced or locked in before tender. After that — you're quoting against someone else's spec.

## Where the spec gets written

SPECIFY ○ QUOTE

**SPEC LEVERAGE**  
your ability to get the product named



**Read the shape:** the earlier you engage, the more likely your product ends up in the spec. Past tender, you're reacting — quoting against someone else's specification, or chasing a variation.

One play per stage. Each one tells you what to do, and the signal to watch for so your team can move on it without sitting in front of Cordell all day.

**1** DA LODGED · ~12-18 MO PRE-SITE

### Meet the architect before the spec.

Who's the practice? What have they specified before on similar projects? Book a face-to-face while the scheme is still concept.

**SIGNAL TO WATCH**

DA lodged with council · architect named · project value > your team's minimum threshold.

**2** DESIGN DEVELOPMENT · ~6-12 MO PRE-SITE

### Get named in the spec document.

Supply the detail the architect needs — CAD blocks, test reports, BIM objects. Make it easier to spec you than your competitor.

**SIGNAL TO WATCH**

Design & construct procurement method · head contractor appointed · stakeholder roles updated.

**3** DESIGN LOCK-IN · ~3-6 MO PRE-TENDER

### Defend the spec from substitution.

Brief the head contractor's procurement team. Flag which subcontractors will quote. Pre-empt the "or equal approved" line.

**SIGNAL TO WATCH**

Project stage flips to pre-tender · subcontractor packages issued.

**4** CONTRACT LET · SITE START

### Hand off to the site team cleanly.

Who's the site manager? When does your trade land on programme? Log everything against the project record — next pursuit gets easier.

**SIGNAL TO WATCH**

Contract let · builder named · practical completion date updated.

**STOP EXPORTING · START SPECIFYING**

## This data can just show up in your HubSpot.

GrowthNGen pipes live project, architect, and head contractor data straight into your CRM — so your reps run the plays, not the spreadsheet.

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