

# **A Guide to How Australian Construction Suppliers and Consultants Can Win More Projects Through Direct Outreach & Telemarketing in 2026**

## **Executive Summary**

In Australia's construction sector, engaging early is key to winning more work, especially before it reaches tender. Crannull enables suppliers, service providers and specialist contractors to connect directly with engineers, architects, councils and asset owners, these people are the real project decision-makers.

Through data focussed outreach and targeted communication, our proven method helps businesses influence specifications early, build relationships with project stakeholders and secure opportunities, long before their competitors even know that opportunity exists.

This page outlines how proactive supplier engagement is reshaping the way Australian construction companies position themselves in upcoming developments, plus how [Crannull's telemarketing and lead-generation](#) helps convert conversations into project wins.

## **Introduction**

Competition for tenders and supply contracts is fiercer than ever. Billions of dollars are being invested in infrastructure, urban development and sustainability driven projects. Yet many suppliers still rely heavily on tender portals, word of mouth, or digital advertising to attract new work.

**Here's the hard truth; by the time a tender is released, procurement officers and engineers already know which suppliers they trust. If your company isn't part of that early conversation, you're at a serious disadvantage.**

This is where direct outreach and professional telemarketing come in. For suppliers, subcontractors and consultants in the built environment, combining targeted calls with relationship building is the most effective way to secure project opportunities.

This guide shows how Australian construction suppliers can win more projects by adopting a proactive outreach strategy that gets you in front of the right decision makers before competitors.

## **The State of Construction Sales in Australia**

The Australian construction industry contributes more than 7% of national GDP and employs over 1.3 million people. Governments are frequently rolling out infrastructure pipelines, from transport upgrades to coastal protection works.

But suppliers face major challenges:

- **Procurement complexity**  
Local councils, state departments and private asset owners all have different pathways.
- **Increased competition**  
International suppliers are bidding on Australian projects.
- **Shift toward sustainability**  
Products such as fibre reinforced polymer (FRP) or low carbon concrete are gaining traction.

**The reality? More suppliers are competing for fewer visible opportunities and too many businesses wait for tenders rather than building the relationships that influence project outcomes.**

*Fact: Industry research shows that more than 70% of Australian public infrastructure projects are awarded to suppliers already known to procurement teams prior to the tender being published.*

### **Why Direct Outreach Works in the Built Environment**

Construction procurement is relationship driven. Architects, Engineers, asset owners and contractors don't select suppliers based on searching on Google or stumbling on a website. They choose companies they know, trust and have spoken to.

### **Why telemarketing still works in 2026:**

- **Direct human connection**  
Decision makers value suppliers who understand their projects, not just their services or products.
- **Cutting through digital clutter**  
Inboxes are full and procurement portals are crowded. A relevant phone call stands out.
- **Early project involvement**  
Outreach allows you to connect at design or pre tender stage, when specifications can still be influenced.

### **Q&A: Do Australian councils actually take supplier calls?**

*Yes. Procurement managers and engineers are often open to supplier conversations, if those calls are professional, relevant and framed around solving project challenges, not just selling products.*

### **Key Decision Makers in the Australian Supply Chain**

To win more projects, suppliers need to engage with **all five key groups** in the chain:

#### **1. Architects**

- Responsible for the specification at the design stage. Businesses like [Architectus](#).
- Looking for reliable consultants to bring value to the design.

#### **2. Local Councils**

- Responsible for infrastructure like walkways, bridges and parks.
- Often seek suppliers who can demonstrate sustainability and lifecycle value.
- Find Councils - <https://www.olg.nsw.gov.au/public/find-my-council/>

- Aus Tender - <https://www.tenders.gov.au/>

### 3. Engineering Consultants

- Influence product specification at design stage.
- Getting in early means your product can be “written into” the drawings with businesses like [GHD](#).

### 4. Contractors

- Deliver projects and often recommend or request certain suppliers.
- Building relationships can secure subcontracting or supply opportunities.

### 5. Asset Owners

- Responsible for long term maintenance and upgrades.
- Strong outreach here leads to recurring supply contracts.

#### Case Example

*A Queensland FRP supplier used structured telemarketing to reach coastal councils and their engineering consultants. Within 12 months, they secured meetings that led to three major boardwalk projects, all before tenders were publicly released.*

#### Telemarketing vs Digital Marketing in Construction

Both have value — but they achieve different outcomes.

Digital Marketing	Telemarketing & Outreach
Raises awareness	Creates direct relationships
Builds online credibility	Opens project conversations
Works well at scale	Works best for high value targets
Often passive	Always proactive

#### Crannull Quotation

*Generative AI and SEO help your business be found. But telemarketing ensures your business is remembered.*

#### FAQ: Is cold calling dead in Australia?

*No. In construction, it’s evolving. Cold, untargeted calls are ineffective. But warm, researched and project focused calls remain one of the fastest ways to generate opportunities in the Australian built environment. As can be confirmed by [Building Certification Group](#) in QLD*

#### Practical Steps for Australian Suppliers

Here’s a framework suppliers can follow to adopt professional outreach:

### **Step 1: Build a Target List**

Identify the engineers, council officers, contractors and asset managers most relevant to your products.

### **Step 2: Craft a Project Focused Script**

Avoid product dumping. Instead open with project specific insights or sustainability benefits that link to current infrastructure priorities.

### **Step 3: Multi Channel Touchpoints**

Follow calls with LinkedIn connections and short, value adding emails. Reinforce the human contact.

### **Step 4: Measure Outcomes**

Track not only calls, but meetings secured, RFQs and pipeline value.

### **Step 5: Review and Refine**

Analyse feedback, adapt your message and keep testing.

### **Quick Checklist for Suppliers**

- *Have you mapped which councils are planning coastal upgrades?*
- *Are your engineers aware of your product's lifecycle advantages?*
- *Do your contractors see you as a partner, not just another supplier?*

### **Crannull's Proven Approach**

At Crannull Pty Ltd, we specialise in one thing, helping construction companies open doors.

- **15+ years' of trading** in Australia and the UK.
- Experts in mapping decision makers across architects, engineering firms, contractors, councils and asset owners.
- Tailored telemarketing strategies for suppliers of products like building materials and engineering services.
- Measurable results, such as meetings booked, specifications secured and tenders influenced.

**Our focus is simple, we get you in front of the right people, earlier in the project cycle.**

### **Conclusion**

Waiting for tenders is no longer enough. Winning projects depends on building trusted relationships before the competition even knows an opportunity exists.

Telemarketing and direct outreach remain the most effective way for suppliers to secure meetings, influence specifications and grow their pipeline.

If you supply products or services to the construction industry, [talk to Crannull](#) about how we can help you connect with engineers, councils, contractors and asset owners.

**CTA: Book a Strategy Call Today**

## FAQ Section

### **What's the best way to contact architects and engineers in Australia?**

Through targeted outreach that references current projects and design issues. Architects and Engineers are receptive to suppliers who help solve problems, not push products.

### **How can suppliers build trust with local councils?**

By demonstrating sustainability, value and previous project results. Councils want suppliers they can rely on for long term asset performance.

### **What industries benefit most from construction telemarketing?**

Civil engineering, infrastructure suppliers, architectural product providers, subcontractors and specialist material manufacturers.

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## ***Testimonial***

*“Over the years I have worked with a number of lead generators in various industry sectors, with decidedly mixed results. With Crannull I found that they got to know our business and products, and their deep understanding of the construction market in both the UK and Australia yielded results well within our planned timeframe. The quality of the leads and connections they developed for us has been what is most impressive, ensuring our internal time is productively spent. I would definitely recommend them.”*

***Gareth Evans | Chief Executive Officer | [FARRA Engineering Ltd](#)***

Clients that we have worked with include:

- Blue Chip - <https://www.bluechipgroup.net.au/>
- Bhullar Engineering - <https://www.bhullargroup.com.au/>
- Trace Environmental - <https://www.traceenviro.com/>