

Setting up your profile for success

1

Getting started

To begin with, let's make sure all your essential information is up-to-date. Unlock the full potential of your Constructionline account by ensuring all relevant stakeholders have access. Empower your compliance team with the resources they need and give your business development team the ability to tap into new business opportunities with Marketplace.

CONTACT CHECKLIST:

Are the following up-to-date and correct?

Primary contact	✓	Billing details	✓
Billing contact	✓	Office addresses	✓

Company profile

Now you've laid some solid foundations, it's time to build up your offering. Your **Company Profile** is the first page that buyers see when they find you in a search, so it's important that your profile makes a good first impression to maximise your chances of receiving expressions of interest (EOI) or invitations to tender (ITT).

Can you answer 'yes' to the following questions?

- ? Does your company overview provide a compelling and comprehensive summary of your organisation's services and solutions?
- ? Is your company logo visible on the profile page?
- ? Have you added the URL for your company website?

2

Get verified

It is vital to ensure that your profile is fully verified to your membership level, and to maintain your verification status throughout the year. We know that at least 80% of our buyers will only search for verified suppliers, so keep your compliance details in-check to make sure you don't miss out on your next opportunity. Be sure to check our [application checklists](#) which will help you to gather the correct information needed to complete your Constructionline profile and become a verified member.

3

Take your profile to the next level

At this stage, your profile is almost ready to go – but there's still more you can do to stand out and have the greatest chance of success.

HERE ARE OUR TOP THREE RECOMMENDATIONS:

-  **Making sure that your **Work Categories** are correct and verified** is one of the most important parts of your profile's searchability as they help buyers to know the different types of work that your business provides. It's important that you list as many as you can as there is no limit to how many Work Categories you can have listed. The more you have, the more searches your profile will appear in.
-  **When buyers search for suppliers or publish opportunities to Marketplace, **Areas of Operation**** is one of the main criteria they will specify to ensure suppliers are able to work in the right location. Check that your list of areas that you can work in is accurate, so you receive opportunities to work in the right places.
-  **Our **Social Value** question set** provides prospective partners with evidence of how you've been involved in projects that deliver social, economic or community benefits – which is being increasingly requested by buyers.

4

5

Boost your business

By taking the time to set up your profile for success, your profile will be perfectly optimised to reap the full benefits of your membership, such as receiving invitations to tender through Marketplace. Check back and maintain your profile on a regular basis to maximise your success.

Remain verified	✓	Promote your professional standing	✓
Grow your buyer network	✓	Appear in more buyer searches	✓
Attend Marketplace Live events	✓	Register for a Dynamic Purchasing System	✓

Interested to know more?

Get in touch with our team to learn more about managing your profile effectively

0333 300 3066