



The High Performance Supplier's Playbook

A clear path to higher-margin partnerships, reliable buyers, and staying relevant in a shifting market. These are the real-world moves that set today's best suppliers apart.

Play #1: Sell Certainty, Not Just Products

If you're just quoting materials, you're already a commodity. What makes you indispensable? **Certainty**. Can you be counted on when the RFQ lands Friday and the slab is scheduled Monday? Can you answer the phone when a builder's crew is on site and a spec got misread?

- ✓ **Build a "Jobsite-Ready" Promise**

48-hour turnaround kits for core SKUs

- ✓ **Prepare Documentation**

Pre-built cut sheets and install guides for every item

- ✓ **Plan for Disruptions**

Backup options in stock for when supply chains hiccup



Play #2: Cut the Catalog. Focus on What Sells.

Most suppliers try to do too much. Builders don't want to choose from 83 toilet paper holders. They want 3 pre-approved packages that look good, work well, and show up on time.



- Bundle your most installed fixtures/finishes into 3 tiers (Budget / Elevated / Luxe)
- Include timeline + margin cheat sheets
- Make them install-ready, not just sales-ready

This isn't just easier for your customer—it makes your ops more profitable too.



Play #3: Stop Wasting Sales Time. Start Prioritizing Buyers.

Endless follow-ups. Chasing specs. Fielding "when is it shipping?" calls. High performers equip their sales team to win once—not chase forever.



Single Quoting System

Implement a unified quoting system with live inventory tracking to eliminate guesswork



Automated Updates

Status emails and shipment updates sent automatically to keep customers informed



Smart Lead Routing

Lead forms that route by territory in real-time to the right sales representative

If Amazon can send 5 emails about socks, you can send one about \$4K in vanities.



Play #4: Use Loyalty as a Lever, Not a Label

Builders are stressed. Margins are tight. They remember who helped them hit a deadline—or who ghosted when it mattered. Show up with solutions, not just materials.



Offer Installation Support

Match builders with trusted trades when they need help completing projects



Co-Market Success

Create photos, case studies, and social media content featuring your best builders



Reward Loyalty

Provide early payment discounts to top-tier accounts that consistently choose you

Play #5: Go Beyond Green. Lead With a Strategy.

Sustainable products aren't a niche anymore. Builders want low-VOC, energy-efficient, and future-code-compliant materials. But only if it's turnkey and affordable.

Build a "Green-Ready" Shelf

- Pre-label your most sustainable SKUs
- Share which codes they satisfy (California, Miami-Dade, etc.)
- Bundle them into upgrade paths builders can offer clients

Make sustainability profitable, not painful.





Market Challenges Are Your Opportunity

The market's noisy. Tariffs, interest rates, cost volatility—it's all real. But the best suppliers won't just survive it. They'll use it to stand out.

In the next market cycle, the winners won't be the cheapest. They'll be the clearest, fastest, and most reliable. Be that supplier.

Join Our Ecosystem



We're building a new kind of ecosystem at The High Performance Home. And we'd love to build it with you.

Talk soon,

Bill Ryan

Founder, The High Performance Home

Former Homebuilder | Partner First |
Fixer of Broken Systems

