

CONSTRUCTION **SELLING SKILLS**

November 9-11, 2011 Washington, DC | February 29 - March 2, 2012 Houston



*Proven methods for targeting
and winning customer and
project opportunities*



MANAGEMENT CONSULTING • INVESTMENT BANKING
for the ENGINEERING and CONSTRUCTION INDUSTRY

Overview

This course will help you understand how to find, target and win the right customers and project opportunities. You will learn a consultative approach to selling that puts you in a position of helping customers buy versus having to sell them. You will learn to sell value and build loyalty and lasting relationships.

Are you charged with:

- Selling new and/or current customers?
- Outmaneuvering the competition to get your firm positioned as the right choice?
- Finding the customer “hot buttons” that give your firm the edge?
- Building the customer’s perception of value?
- Building customer loyalty?

Then this program is for you!

Objectives

Construction Selling Skills will give you the skills you need to capture the “right” customer and project opportunities.

- Uncover the myths surrounding customer expectations.
- Discover how to win in the new world of sales.
- Learn why selling the project is not enough—you need to keep that customer for life!
- Understand how to get over price objection and sell value.
- Determine what is needed to differentiate your firm.

This hands-on session teaches the skills needed to be successful in sales—whether you are new to the game or a seasoned pro!

Benefits of Attending

- **Explore** the sales model that is winning work in the construction industry
- **Identify** how to segment your prospects to give you the greatest opportunity for success
- **Understand** the importance of referrals and testimonials—stop making cold calls
- **Adopt** a “customers for life” philosophy that will serve you throughout your career
- **Learn** what clients really want from construction companies
- **Strategize** how to get through gatekeepers and address objections
- **Learn** to convert your market intelligence into booked backlog

Learn From the Best

Cynthia Paul, managing director and practice leader for business development, works with industry firms to position them to capture market share and grow profitably. She helps create the strategic vision to differentiate you from the competition and get you positioned to win the right opportunities. Her experience of helping clients convert strategic “concepts” into everyday reality allows her to bring a hands-on approach to the training experience. You will walk away with concrete techniques to convert classroom ideas into real-life competitive advantages for your firm.

Stephen Boughton, consultant within FMI’s business development practice, has extensive experience working with clients to build and implement their sales and marketing strategies. Steve is passionate about maximizing clients’ “get-work” capability through their people—driving high value and long-lasting client relationships.

Ryan Howsam is a consultant who works across FMI’s consulting disciplines. Ryan analyzes companies’ business models, strategies and business development processes to understand competitive forces and advantages. He helps clients identify how to achieve success through improving processes.

Business Development Services

FMI has created three courses based on proven processes that will improve your business development results, win more work and grow your profitability:

- **Marketing & Selling Strategies**
- **Construction Selling Skills**
- **Winning Proposals**

FMI’s experienced team can customize a solution specifically for you. With the tools that you will gain through one of these programs or through an engagement specifically designed for your company, you will create a strategic business development vision and a structured implementation plan to differentiate your company from the competition.

Contact Cynthia Paul at **303.398.7206** or cpaul@fminet.com to determine which option fits your needs best and will make your team most effective.

AGENDA

DAY 1 8:30 am – 5:00 pm

DAY 2 8:30 am – 5:00 pm

DAY 3 8:30 am – 1:30 pm

What Do You Mean I'm Involved in Sales?

- Explore your expanding role in the “get-work” process
- Identify the keys to success in positioning your firm over the competition
- Understand the role strategy plays in getting selected

Selling Yourself and Your Company

- They “buy” you first—make the right first impression
- Determine their real decision-making criteria
- Identify the roles they play—economic decision maker, gatekeeper, champion, etc.
- Find “hot buttons” and you find the path to selling on value
- Discover strategies to keep in touch and build relationships that last

Building Your Strategy to Win

- Selling value in construction is complicated
- Create the win strategy that gives you the advantage
- Know when to match your best competitors and when to be different
- Build selling messages that resonate with customers
- Know what it takes to win—every time

Getting Ready—Doing Your Homework

- Winning starts with planning and rock solid strategy
- Getting and keeping customers committed
- Track your progress toward the goal
- “Leave behinds” that don’t leave you behind the pack
- Know what to say when you are face-to-face and the going gets tough

What to Do When They Say “No”

- Prevent most objections from ever happening
- Learn strategies to deal with your toughest objections
- Leverage objections into a competitive advantage
- Cement their commitment to selecting you

Reading and Responding to the Customer

- Read the customer and the situation
- Leverage your understanding of their business climate
- Translate your industry knowledge into unique advantages
- Defuse confrontation and unproductive conflicts
- Know the players— who is really on your side?
- Blend your approach to their situation

Strategies for Managing the Complex Sale

- Navigate your way around common hazards
- Cut through the complexity of internal resource coordination
- Develop strategies to keep all your customer relationships moving forward
- Build your plan forward—from today to the future

Who Should Attend?

Presidents; vice presidents; heads of pre-construction, estimating, operations or business development. Anyone who is involved in securing work with customers.

“*Cynthia connects—good anecdotal evidence, rubber-on-the road knowledge of what we do. She gets to a lot of the subtle, underlying truths that most people take cover from.*”

— STEVE LARSON, VICE PRESIDENT, SALES & ESTIMATING
DESIGN MECHANICAL

“*Excellent. I learned a lot of valuable insights that I can implement at the office.*”

— MIKE GREEN, PRESIDENT
PECOS CONSTRUCTION

“*Fantastic program. FMI really delivered the goods! I'm taking away practical and technical information as well as inspiration. Highly recommended.*”

— JAMES TYRONE, DIRECTOR OF BUSINESS DEVELOPMENT
ROWLAND COMPANIES

Registration Information

The tuition includes all workbook materials, program instruction and refreshment breaks. Meals and lodging are not included.

Pricing:

\$1,995 for the first attendee

\$1,795 for each additional attendee from the same company

To Register:

Visit www.fminet.com/programs/css or call 800.877.1364

Hotel Information:

To ensure availability, book your hotel room as soon as possible. Call the hotel noted for the appropriate location:

November 9-11, 2011 | Washington, DC
Tysons Corner Marriott, 703.734.3200

February 29 – March 2, 2012 | Houston
DoubleTree Houston Downtown, 713.759.0202



5171 Glenwood Avenue
Suite 200
Raleigh, NC 27612

Construction **Selling Skills**

This three-day program will help you create and refine your selling skills. You will begin seeing immediate results in your efforts, your firm's revenue and your bonus plan.

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You can earn up to 18 hours of continuing education credits by completing the program. A certificate of completion will be awarded to you at the conclusion of the program. You may use this certificate for self-reporting purposes to many state and local continuing education entities.



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Website: www.nasba.org.

Group Live | Intermediate | No Advanced Preparation Required

About **FMI**

FMI is the largest provider of management consulting, investment banking and research to the engineering and construction industry. We work with all segments of the industry providing clients with value-added business solutions, including:

- **Strategy Development**
- **Market Research and Business Development**
- **Leadership and Talent Development**
- **Project and Process Improvement**
- **Mergers, Acquisitions and Financial Consulting**

Cancellation Policy— To make any name changes or cancel participants, please email us at registrations@fminet.com. If we receive your written cancellation at least five business days before the program, we will refund your tuition. Otherwise, your tuition will be converted to a nonrefundable credit you may apply toward any FMI program for a full year. Please note: In the event FMI cancels the event, your registration fee will be refunded. However, FMI cannot be held accountable for nonrefundable airline tickets or other expenses related to your travel to the event. For questions regarding FMI's cancellation policy, please call 800.877.1364.

FMI Guarantee— If for any reason you are not satisfied with the program, please inform us by calling 800.877.1364. We will refund your tuition or give you a credit to use at another FMI program.

Mailing List Changes— If your mailing information has changed, or you would like to add someone to our mail list, please call 800.669.1364 and ask for the database department, or email us at corporatemarketing@fminet.com.