

"I loved the idea sharing among speakers and attendees—it sparked ideas to bring back to my firm. This class simplified the steps to the BD process and made it seem less overwhelming. This course was definitely worth the time and investment!"

2012 DATES AND CITIES

The program runs 8 am to 4:30 pm.

Houston, March 27

Courtyard Houston Downtown/Convention Center
916 Dallas Street, Houston, TX 77002

Kansas City, April 3

Marriott Country Club Plaza
4445 Main Street, Kansas City, MO 64111

Philadelphia, April 10

The Down Town Club
600 S Chestnut Street, Philadelphia, PA 19106

Honolulu, April 19

The Pacific Club
1451 Queen Emma Street, Honolulu, HI 96813

Indianapolis, May 15

Indiana Historical Society
450 W. Ohio Street, Indianapolis, IN 46202

San Francisco, July 11+

Hyatt Regency San Francisco
5 Embarcadero Center, San Francisco, CA 94111

REGISTRATION FEES

SMPS Member: \$395 (Early Bird: \$345*)
Nonmember: \$545 (Early Bird: \$495*)

Registration includes a 100-page seminar workbook and continental breakfast, lunch, and refreshments.

Teams of 3+ Employees: Save \$100/person!**

+San Francisco: Registered attendees of the 2012 SMPS National Conference save \$100 on the regular program cost.

Register online: www.smeps.org/bdbasics

CAN'T MAKE IT TO ONE OF THESE LOCATIONS?

Bring this workshop to your office! SMPS's Corporate In-House Training offers professional development for larger teams for a fixed price. The program can be tailored to meet your organization's needs and schedule. Call 800.292.7677, x228, for details and pricing.

* Early-bird discount of \$50/person applies to registrations received and paid 30 days prior to program date.

** Teams of three or more employees from the same company benefit from a \$100/person discount on each applicable registration rate.

Society for Marketing
Professional Services

123 N. Pitt Street
Suite 400
Alexandria, VA 22314



**The Basics of Business Development
in the A/E/C Marketplace**

Register early to save \$50!*
www.smeps.org/bdbasics
or 800.292.7677, x223



THE BASICS OF BUSINESS DEVELOPMENT IN THE A/E/C MARKETPLACE

**Houston, March 27 | Kansas City, April 3
Philadelphia, April 10 | Honolulu, April 19
Indianapolis, May 15 | San Francisco, July 11**



Society for Marketing
Professional Services



DO YOU KNOW HOW TO FIND NEW PROJECT LEADS AND CONNECT WITH CLIENTS?

Whether you are a new or an experienced business developer, this workshop will provide you with tools and techniques to find leads, meet clients, and grow your business in any economy.

THE BENEFITS OF ATTENDING

Business development (BD) plays a crucial role in the operation of a successful A/E/C practice. Your ability to develop new business and retain current clients significantly impacts your firm's bottom line. By the end of this day-long workshop, you will understand how to:

1. generate leads that end in contracts
2. prepare for a networking event and work a room
3. connect with the different personality styles among your clients
4. use BD strategy to build profitable business for your firm

In addition, you will benefit from robust discussion and examples shared by workshop participants. You will return to the office with proven tools and techniques for effective business development.

"This program is very beneficial to those who may have little or no training in BD. Effective BD requires special skills and techniques, just like any technical profession. The workshop gave me some added confidence and know-how to come back to my firm and guide the technical staff in BD approaches and plans."

WHO SHOULD ATTEND

"The Basics of Business Development" is designed for any A/E/C professional—business development manager or director, marketing manager or director, associate, principal, or project manager—who is:

- new to business development
- looking for formal BD training
- working in a technical profession and responsible for BD and client development
- transitioning from marketing to business development
- training technical staff to develop business

Invest in this program to enhance your performance, expand your knowledge, and build a strong network of contacts to position your firm for success in 2012.

INSTRUCTORS

"The Basics of Business Development" is taught by a rotating faculty of senior executives—seasoned, active practitioners of business development with responsibility for bottom-line contractual results in successful architectural, engineering, and construction companies. Combined, the instructors offer attendees the benefit of decades of practical experience.

The instructors will guide you to:

- identify your firm's specific business development needs
- evaluate the effectiveness of your current sales efforts
- strengthen your firm's business development strategy
- explore effective solutions to challenging business development situations

To learn more about SMPS's stellar faculty, visit www.smps.org/Education/Business-Development-Faculty.

CURRICULUM

The workshop will begin at 8 am and conclude at 4:30 pm. A continental breakfast and lunch will be provided to give attendees additional time to network.

Defining Business Development

- What BD Is and Is Not
- BD vs. Marketing vs. Sales
- The Role of BD in the Project Cycle

Who Is Involved in BD?

- Why BD Is Critical to the Firm
- How to Get Staff Involved in BD
- Different Needs of BD for Architecture, Engineering, and Construction Firms

Market Research & Strategic Planning

- Conducting Market Research
- Resources for Finding Good Leads
- How Strategic Planning Supports BD

DISC Profile

- What's Your Personality Type?
- Tips for Communicating with Different Personality Types
- How to Recognize Personality Traits in Clients

Networking

- Personal BD Audit
- Make Networking Work for You
- Effective Networking Etiquette

Getting in the Door

- Cold Call/Warm Call Tips
- Selling Yourself and Your Firm

Client Relationship Management

- Client Relationship Management's Role in BD
- Creating a CRM Culture
- Client Relationship Management Software

Unique Value Proposition

- Features vs. Benefits Selling
- Developing Your Firm's Unique Value Proposition
- Proposals/Presentations

Go/No-Go Decision-Making Process

- Getting Shortlisted
- Proposal Preparation
- Debriefing



This workshop is approved for 6.5 CEUs for the Certified Professional Services Marketer (CPSM) Program and 6.5 LUs from the American Institute of Architects.

Visit www.smps.org/bdbasics to register!

Register early to save \$50 plus receive a series of readings on best practices in business development.*