



# Construction Selling Skills

*Selling Skills for Seller-Doers*



For program dates and registration information, visit us at  
[www.fminet.com/programs](http://www.fminet.com/programs)



# About the Program

This is a hands-on program to help you sell more work at higher margins. You will learn a strategic approach for differentiating your firm and outselling the competition. Stop selling and start learning how to help customers buy. This is a collaborative approach that builds lasting relationships, cements customer loyalty and gives you the confidence you need to get out there and sell work.

Are you charged with:

- Keeping in touch with customers and winning work?
- Identifying the right customers to help your firm grow?
- Creating strategies to sell value instead of simply the lowest possible price?
- Finding the customer “hot buttons” that give your firm an advantage over the competition?
- Getting your foot in the door with future clients?

**Then this program is for you!**

## Who Should Attend?

- Presidents
- Vice Presidents
- Heads of preconstruction, estimating, operations or business development
- Anyone who is involved in securing work with customers

## Benefits

Construction Selling Skills will give you the skills you need to ...

- Get your foot in the door and meet the right contacts
- Build effective win strategies — from the customer's point of view
- Sell more to existing customers — while expanding your list of contacts
- Discover approaches that differentiate you from the competition
- Leverage gatekeepers and get to the right decision-makers
- Turn customer hot buttons into key selling messages
- Help you get pre-positioned to win that key project
- Create customer loyalty and commitment
- Use objections to build client conviction

The interactive format delivers the skills needed to be successful in selling — whether you are new to the game or a seasoned pro!

This three-day program will help you create and grow customers and profitable backlog. You will see immediate results in your firm's revenue and your bonus plan.

## Why FMI?

For over 65 years, FMI has served the engineering and construction infrastructure and the built environment as a trusted advisor. FMI has proven processes that will improve your results, win more work and grow your profitability:

- Backlog Builder®
- Driving the Customer Experience
- Market Strategies
- Selling Skills for Seller-Doers
- Winning Proposals
- Presenting with Pizzazz
- Managing Key Accounts
- Negotiating Strategies

FMI can help you create the vision and strategy to drive your company to the next level of success. If you want to get ahead of the competition, differentiate from the competition or simply win more profitable work, FMI has a proven approach to generate measurable results.

## Learn From the Best

**Cynthia Paul** is a managing director and practice leader for market strategies and business development with FMI. She focuses on helping industry firms identify their unique market advantages and create the strategy that will propel their get-work efforts. Her real-world experience assures you will walk away with concrete techniques to convert learning into real-life competitive advantages for your firm.

**Lee Smither** is a principal for FMI's consulting practice. He helps engineering and construction companies with strategic planning to improve their corporate performance. He specializes in market strategy and consulting, developing and implementing organization-wide change initiatives and other leadership focused engagements.

“ The [Construction Selling Skills] program definitely took me out of my comfort zone. While it felt uncomfortable at times, it showed me flaws in my selling style that I need to work on. ”

— **Camran Patrono**  
**Business Developer**  
**MAPP**

# AGENDA

## DAY 1

8:30 a.m. – 5:00 p.m.

## DAY 2

8:30 a.m. – 5:00 p.m.

## DAY 3

8:30 a.m. – 1:30 p.m.

### What Do You Mean I'm Involved in Sales?

- Learn the key questions that contractors are asking about the get-work process
- Explore the seller-doer 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

### Building Your Strategy to Win

- Selling value in construction is complicated
- Link your market strategy to sales efforts
- Leverage a 4C model for getting the results you need
- Incorporate the five strategies that create a balance win strategy
- Know what it takes to win — every time

### Selling Yourself and Your Company

- Customers “buy” you first — make the right first impression
- Determine with which customers to spend the most time
- Get the leg up by calling on the right contact
- Uncover their real decision-making criteria
- Keep-in-touch strategies that keep you in the game
- Identify the roles that are played — economic decision-maker, gatekeeper, champion, etc.

### Getting Ready — Doing Your Homework

- Build the reasons to meet that open doors and get you meetings
- Learn how to quickly engage the customer in the conversation
- Apply the hidden structure behind every effective customer meeting
- Use discovery skills to uncover and prioritize hot buttons
- Create call plans that set you above the competition
- Develop the win strategy needed to capture a specific project
- Create selling messages that grab the client's attention and keep it

### Reading and Responding to the Customer

- Read the customer and the situation
- Leverage your understanding of the customer's business climate
- Learn how to quickly build rapport
- Defuse confrontation and unproductive conflicts
- Know the players — who is really on your side

### What to Do When They Say NO

- Prevent most objections from ever happening
- Learn the two strategies to deal with your toughest objections
- Leverage objections into a competitive advantage
- Cement customer commitment to selecting you over the competition

### Moving Forward

- Results come from implementing the ideas you learn
- Explore what it takes to successfully implement change
- Build your plan forward — to go from learning to day-to-day results

### Registration Information:

The tuition includes all program instruction, materials and certificate of completion for continuing education credit. Lodging is not included. Please see website for logistical information, including course location, lodging, transportation and meals provided during the program.

### Hotel Information:

FMI has reserved a block of rooms at the host hotel. We urge you to make your reservations as soon as you register for the program, as the room block does fill quickly. Please check our website for details.

### Pricing:

\$4,500 for the first attendee  
\$4,200 for each additional  
attendee from the same company

### For registration and more information:

[www.fminet.com/programs](http://www.fminet.com/programs)  
or call 800.669.1364

“ It was a great course in helping salespeople perfect helping customers buy, rather than just selling to them. ”

— Zachary Dickson  
Estimator  
Baker Triangle



## for the Built Environment

**Cancellation** — If you need to cancel your registration, please note that you will be subject to a \$400 administrative cancellation fee per registrant. We need to receive your written cancellation at least five business days before the program in order to refund your remaining tuition. Please email us at [fmiregistrations@fminet.com](mailto:fmiregistrations@fminet.com) to submit your cancellation request.

Please note: If 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 800.669.1364.

FMI reserves the right to change, add or cancel programs according to the needs of the industry.

**Substitutions** — If you would like to make any name changes or substitute participants, please email us at [fmiregistrations@fminet.com](mailto:fmiregistrations@fminet.com). Substitutions can be made up to five business days prior to the start of the program.

**FMI Guarantee** — If for any reason you are not satisfied with the program, please inform us by calling 800.669.1364. We will refund your tuition or give you a credit to use for another FMI program.



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.

FMI Corporation is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual programs for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417.

Website: [www.nasba.org](http://www.nasba.org)

Group Live | Advanced | Complete Assessments Prior to Attending