



Industry Focus. Powerful Results.™

Market & Selling Strategies

Is Your Company's Strategy Winning Work?

For program dates and registration information, visit us at

www.fminet.com/MSS



GO-TO-MARKET STRATEGIES THAT WILL PENETRATE AND CAPTURE THE MARKET

About the Program

Market & Selling Strategies is a three-day, immersive course. It will help you answer key strategy questions, assess growth opportunities and structure the company to grow. You will learn to create high-impact, go-to market strategies to win customers and market share.

FMI's Market & Selling Strategies will deliver the strategies, concepts and tools to break in and win the work you want and need for your profitable future.

Learn From the Best

Cynthia Paul is a managing director and practice leader for market strategy 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.

Randy Giggard is a manager of market information. Randy has expertise in market sizing and modeling, competitive analysis, sales and market performance evaluations, buying practices and trends analysis.

Questions Contractors Are Asking

Contractors are asking a series of tough questions about their business development efforts:

- How do we win in today's market?
- Where are the right growth opportunities for us?
- How do we structure the company to grow?
- Do we have the right people leading the effort?
- How do we measure progress and success?
- How do we move from concept to reality?

Who Should Attend?

- Presidents
- CEOs
- Vice Presidents
- Heads of pre-construction, estimating or operations
- Executives responsible for business development and marketing

Benefits

- The mix of strategies needed to optimize company growth and profit
- How to find unmet or underdeveloped market needs
- Elements of creating a differentiated strategic advantage
- Use of touch points to uncover new opportunities and strategies to win work
- How to identify best-in-class practices in your firm using FMI's Business Development Assessment
- Selling "up" the customer's organization chart
- Creating clear "win" strategies to beat competitors at their own game
- How to find the real decision-makers in your targeted customers
- How to pick the customers, markets and geographies that help you win more work
- The tools you need to put together the winning business development strategy for your company

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.

“ This program was great and a great knowledge and learning experience. It was outside of my normal day to day experience. ”

— **Rob Streno, Estimator**
RoadSafe Traffic Systems

“ Randy's knowledge of markets was phenomenal. Cynthia kept content relevant. ”

— **Mark Evans, Preconstruction Manager**
Kimbel Mechanical Systems, Inc.

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.

Strategy Development

- Know the role strategy plays in achieving corporate vision
- Discover tools to evaluate strategic alternatives
- Understand winning strategy development — the right markets, clients and opportunities
- Learn what it takes to beat the best competitors
- Align marketing and selling activities to drive strategic goals

Visioning Your Direction

- Explore strategic elements to build an effective business development plan
- Discuss the role core competencies play in picking your market “white space”
- Understand how branding drives your get-work process
- Discover the tools to win more work with new customers
- Recognize value propositions that win work from the competition

Market Research and Competitive Analysis

- Discover tools that provide insight into the marketplace
- Understand market sizing and forecasting — get into the right niches
- Capture what customers really think
- Know the one number you need to know
- Investigate the competitive landscape and find ways to outmaneuver the competition

Evaluating Business Development Effectiveness

- Determine which marketing and selling elements drive you toward your vision and which are holding you back
- Integrate key elements of business development in your go-to-market plan
- Learn strategies to warm up future customers to buy on value
- Analyze the impact of how your team invests its time on the outcome of your market strategy
- Evaluate your existing business development effectiveness

Attacking the Market — Building Your Go-To-Market Strategy

- Build a robust strategy to target and win market share
- Learn how to integrate corporate strategy in day-to-day selling efforts
- Create a fact-based, go-to-market plan
- Define the measurements and metrics needed to track progress

Getting From Concept to Results — Building Traction

- Learn how to target and warm up high-potential customers
- Create the go/no-go process to guide your efforts
- Use capture planning to jump-start your sales success

Registration Information

The tuition includes all program instruction, materials, certificate of completion for continuing education credit, lunches and refreshment breaks. **Other meals and lodging are not included.** Please see website for logistical information.

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:

\$4,800 for the first attendee
\$4,500 for each additional attendee from the same company

For registration and more information:

www.fminet.com/MSS
or call 800.669.1364

“ Really encourages you to think outside the box. Takes you out of your current business position and gets you to think on other levels and businesses. ”

— **Earl McJunkin,**
Director of Business Development
Irex Corporation

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Cancellation — If you need to cancel your registration, please note that you will be subject to a \$395 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. Otherwise, your tuition will be converted to a nonrefundable credit you may apply toward any FMI program for a full year. Please email us at registrations@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 registrations@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.

Address Corrections — If your contact information has changed, or you would like to add someone to our mailing list, please call 800.669.1364 and ask for the database account steward, or email us at corporatemarketing@fminet.com.



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

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