

**Early-Bird  
Discount**

Save \$50 when you register and pay 30 days prior to program date!

# Client Development for Today's Challenging A/E/C Marketplace



## Win Clients!

Gain strategies to strengthen your business development skills and maximize client relationships in this one-day, interactive seminar. Earn CEUs. Register today!

## Who Should Attend?

- Professionals who attended “**The Basics of Business Development**”
- Business Development Associates
- Business Development Directors
- Business Development Managers
- Project Managers
- Principals

2008–09 SMPS Educational Series



Society for Marketing  
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**AXIUM**  
It's About Time

# Win Clients!

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# Client Development for Today's Challenging A/E/C Marketplace

**In today's economy, developing long-term, productive client relationships is key to winning work, retaining customers, and strengthening your firm. Hone your business development skills to establish and manage profitable client relationships that will help your firm succeed during challenging times.**

***Note:** This workshop is recommended for mid-level and senior business developers and project managers, in addition to firm principals. SMPS recommends "The Basics of Business Development in the A/E/C Marketplace" for those newer to business development and marketing or with fewer than four years in the industry.*

Build on your existing business development skills to take your firm—and your career—to the next level with this interactive, one-day seminar.

Led by top-notch practitioners with stellar records of winning work for their firms, this workshop looks at best practices during all stages of business development and the proposal process to help you focus on putting the client first and foremost in your efforts. Do you and your firm:

- Have a plan for winning work against tough competition and a challenging marketplace?
- Develop business development strategy based on your clients' goals, history, and needs?
- Know who is in charge of managing your client relationships?
- Understand why you won or lost your last proposal bid?
- Have an effective customer relationship management (CRM) system in place?

**If you cannot answer "yes" to each of the above questions, you cannot afford to miss this seminar!** After a brief discussion of your firm's goals, position in the marketplace, and financial and business data, the program will focus on helping you understanding the client and show you how to turn your corporate knowledge into client benefits and your firm's competitive advantage.

By the end of the day, you will learn to:

- Make clients your number one priority to ensure your firm has a steady stream of work at all times
- Understand your clients' personalities using the DiSC profile system
- Ask the right questions to discover your clients' unique goals and needs
- Align your firm's capabilities with the clients' needs: sell value and differentiation
- Cultivate clients to act as champions for your firm
- Effectively debrief after a win or loss to understand and/or improve the outcome
- Utilize your CRM system to manage client accounts

The registration fee includes a seminar workbook and continental breakfast, lunch, and refreshments. Participants will earn 6.5 hours of Certified Professional Services Marketer (CPSM) continuing education credits from SMPS.

What you get:

- 100-page seminar workbook
- Sample BD plan sheets and marketing plan
- DiSC personal assessment tool
- Debriefing checklist
- Recommended reading list

Teams of three or more employees registering for this program are eligible for a discounted registration. (Refer to registration form.)

**Register today at [www.smps.org/cd](http://www.smps.org/cd).**

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**AXIUM**  
It's About Time

**SMPS  
CPSM**



## Earn 6.5 CEUs!

"Client Development" is approved for 6.5 hours of Certified Professional Services Marketer (CPSM) continuing education units (CEUs) and AIA LU Hours (LUs).

# Agenda

## 8 – 8:30 am

### Registration/Continental Breakfast

## Noon – 1 pm

### Lunch

## Workshop Topics 8:30 am – 4:30 pm

### Introduction and Overview

- Definition of Marketing vs. BD vs. Sales
- The Purpose of BD

### Developing Your Game Plan

- Understanding Your Corporate Goals
- Determining Your Position in the Marketplace
- Establishing Your Business Development Plan

### Maximizing Technical and Business Knowledge

- The Financial Aspect of Your Business
- Service Lines and Terminology
- Market-Related Trends and Terminology
- Contract Methods
- Deal Breakers
- How to Deal with Not Knowing the Answer

### BD Plan Implementation

- Understanding Personalities:  
Both Yours and Your Clients'
- Pre-Selling

### Relationship Building

- Understanding the Client's Perspective, Goals, and History: How Can You Help?
- ULTIMATE GOAL:  
Client Champion Development

### Proposals and Presentations

- BD Role: Coaching on How to Sell Value and Differentiation
- Presentation Role Play

### Post-Selection Client Management

- Debrief—Win or Lose!
- Who Manages the Client Relationship?
- Positioning for the Next Client Opportunity
- Building the Strategic Account Manager Relationship
- Utilizing Your CRM System
- Client Satisfaction Process

### Interpersonal Skills

- How Do You Become a Leader in Your Firm?
- How Do You Become a Leader in the Industry?
- How Do You Develop the Reputation of Being "Well Connected"?
- How Do You Gain Respect, Influence, and Success?

## Dates & Cities

**February 26, 2009**  
**Washington, DC**

**June 4, 2009**  
**Portland, OR**

**April 9, 2009**  
**Dallas, TX**

**July 15, 2009**  
**Las Vegas, NV**

**April 23, 2009**  
**Sacramento, CA**

## Can't Make It to One of These Locations?

### Bring "Client Development for Today's Challenging A/E/C Marketplace" to your organization!

SMPS' In-House Training offers professional development for larger teams for a fixed price. This means no time out of the office, no travel expenses, and consistent training for the entire team. Each program can be tailored to meet your organization's needs and schedule. Call 800.292.7677, x228, for details and pricing. Visit [www.smeps.org/inhouse](http://www.smeps.org/inhouse) for more information.

# Instructors

## “Client Development for Today’s Challenging A/E/C Marketplace”

is taught by a rotating staff of faculty representing some of the most successful architectural, engineering, and construction firms in the United States. The instructors are senior executives within their firms—seasoned, active practitioners of business development with responsibility for client relationships and the bottom line. *Instructors will be selected from this group and are subject to change.*



**Gilbert S. Brindley, P.E., CPSM**  
Executive Vice President  
Professional Service Industries (PSI)



**Michael T. Buell, CPSM**  
Business Development Director  
URS Corporation



**Freddie T. Bustillo**  
District Manager, Business Development  
Gilbane Building Company



**Karen O. Courtney, AIA, FSMPS**  
Chief Development Director  
Barton Malow Company



**Greg M. Goodwin Sr., FSMPS**  
Senior Vice President  
PBS&J Inc.



**Kristy B. Kevitt, LEED AP**  
Principal, Business Development  
SmithGroup



**Thomas J. Neary**  
Vice President/  
Director of Business Development  
Morley Builders



**N. Anthony Steinhardt, III, FSMPS, CPSM**  
Principal  
RATIO Architects, Inc.

