

# SMPS' In-House Training



Bring SMPS' premier professional development programs to your office and maximize your team's learning for a fraction of the cost of individual learning. Call SMPS today for details!

**SMPS**

Society for Marketing  
Professional Services

## TOPICS INCLUDE:

- Understanding A/E/C Industry Basics
- Understanding Business Development Basics
- Client Development: Beyond the Basics of Business Development
- Winning Proposal Writing
- Recruiting and Retaining Top Professionals

# SMPS' In-House Training

**SMPS' In-House Training offers a cost-effective, convenient way to bring high-quality educational programs and valuable CEUs to your organization.**

Are you looking for professional development opportunities for your organization but find the cost, travel requirements, or schedule of most programs to be prohibitive? **SMPS' In-House Training** is ideal for employers who want to provide professional development for multiple staff.

## **SMPS' In-House Training is ideal for organizations seeking to:**

- Ensure their employees stay on top of the most current marketing, business development, and human resources knowledge in the industry
- Offer cost-effective professional development and training to multiple employees at one time
- Minimize costs and loss of productivity associated with staff travel
- Provide training that is relevant to their business

SMPS offers a variety of workshops that can be customized to meet your organization's unique requirements. No matter what your marketing, business development, or human resources need, SMPS has a program that will improve your team's knowledge of critical issues that can impact your firm's bottom line.

## **Our programs are sought after by firms and organizations that are:**

- Committed to training and professional development
- Proactively addressing recruitment and retention of professional talent
- Training those new to the design and building industry
- Refining and expanding business development programs
- Training technical staff to participate in business development initiatives
- Seeking to improve proposal effectiveness and hit rates
- Encouraging an organization-wide culture of client service

# What are the advantages of *SMPS' In-House Training*?

In today's competitive economic environment, ongoing professional development and training can benefit both the individual and the organization. With **SMPS' In-House Training**, you can:

## SAVE MONEY AND TIME

- Train a group of 20 in one location for roughly the cost of seminar fees and travel for 5 individuals
- Save on individual travel expenses
- Minimize time away from the organization: no time lost to travel

## CREATE A CUSTOMIZED PROGRAM

- Select the dates and times to accommodate your organization's busy schedule
- Select the SMPS program of greatest value to you and your colleagues
- Tailor the program to meet your organization's needs and issues

## PROFESSIONALIZE YOUR WORKFORCE

- Learn from SMPS' expert instructors: A/E/C industry practitioners and business executives
- Keep your staff up to date on industry and business trends
- Empower a larger number of people than if training was obtained on an individual basis

## BUILD MORALE AND COLLEGIALITY

- Colleagues interact in dynamic new ways in familiar surroundings
- Team members get to know one another better outside of the demands of the job
- Discussions can lead to synergy, brainstorming, and collaboration on real-life scenarios related to your organization

## MAXIMIZE THE LEARNING EXPERIENCE

- Participants can ask questions without compromising confidentiality; questions are answered on the spot with relevance to your organization's needs
- All attendees learn the same information at the same time for consistent training
- Participants retain knowledge better as they interact and discuss problems and solutions with colleagues
- Attendees can earn valuable SMPS CEUs and AIA LUs for ongoing professional development and certification





## Earn CEUs!

**SMPS' In-House Training** programs are each approved for 6.5 hours of Certified Professional Services Marketer (CPSM) continuing education units from SMPS. **“The Basics of Business Development,” “Client Development in the A/E/C Marketplace,”** and **“Recruit & Retain Great A/E/C Talent”** also are eligible for 6.5 LU hours from the American Institute of Architects.

## Bring SMPS to Your Office Today!

Contact Mark DellaPietra, Senior Education Manager, at 800.292.7677, x228, or e-mail [mark@smps.org](mailto:mark@smps.org) for pricing and program details.

## Available Programs

Choose the day-long, interactive program that will best benefit your staff.

### **A/E/C Essentials: An Introduction to Design & Construction**

This seminar was created to orient marketing, human resources, finance, information technology, and administrative staff with building industry basics, improving their job performance, making them more valuable team players, and increasing their value to their firms. Participants will learn fundamental terminology and concepts, buzz words and jargon, and industry roles, interrelationships, and responsibilities.

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

Focus your team's sales efforts to generate profits for your firm. This workshop is appropriate for new and experienced business developers, including technical professionals with business development responsibilities.

### **Client Development in the A/E/C Marketplace: Beyond the Basics**

Strengthen your team's existing business development skills to maximize and manage valuable client relationships. This workshop is designed for business developers and technical staff who work closely with current and potential clients.

### **Recruit & Retain Great A/E/C Talent: The Business Development Approach**

This workshop prepares your team to use proven, effective business development strategies to attract and retain top professionals for your design or construction firm in today's tight labor market.

### **Powerful, Persuasive Proposals**

Crafting winning proposals is part art and part science. This seminar will provide your team with a solid, proven system for preparing proposals that resonate with your clients.



## About the Instructors

SMPS will work with you to match the most qualified instructor to the specific needs of your organization. Our instructors are senior executives who represent some of the most successful architectural, engineering, and construction firms in the United States.

## Request for Information

\_\_\_\_\_ **Yes! I want to learn more about *SMPS' In-House Training* programs.**

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

**You can also contact Mark DellaPietra, Senior Education Manager, at 800.292.7677, x228, or e-mail [mark@smps.org](mailto:mark@smps.org) for pricing and program details. Visit [www.smps.org/inhouse](http://www.smps.org/inhouse).**

# SMPS' In-House Training

## Training for your staff or colleagues working in:

- Marketing
- Business Development
- Administration
- Finance/Accounting
- Human Resources
- Information Technology

## Learning for all experience levels:

- Associates
- Coordinators
- Directors
- Managers
- Principals
- Project Architects
- Project Engineers
- Project Managers
- VPs

SMPS

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Professional Services

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