

SELLER-DOER SYMPOSIUM

BUILDING YOUR BOTTOM LINE THROUGH BUSINESS DEVELOPMENT



SYMPOSIUM OUTLINE

As the prevalence of using seller-doers to win more business grows, is your firm prepared to do it successfully? According to SMPS and SMPS Foundation research:

- During the next 10 years, over 50 percent of A/E/C firms are expected to increase their use of seller-doers
- Almost 40 percent of the firms who participated in the research also say they've already increased their use of seller-doers during the past 10 years

Join us for *Building Your Bottom Line Through Business Development*, a symposium for technical and nontechnical staff that provides the framework for implementing best practices in business development. During our symposium, you'll discover how to:

- Establish a successful seller-doer program that permeates firm culture
- Use leadership to establish goals with clear accountability
- Get the most out of technical, business development, and marketing staff to drive success

Experienced industry executives who have evolved an effective business development program will share their expertise and experiences and allow plenty of time for dialogue and attendee interaction.

Participation in this symposium will provide attendees:

- An in-depth exploration of the seller-doer model of business development and how it relates to firm growth
- Best practices on establishing a successful seller-doer program and culture
- Opportunities to collect peer-to-peer advice through open format discussions
- Developmental plans and metrics for a seller-doer program

Opening Remarks and Keynote

Andrea Ryon, PE, PMP, Vice President | Mid-Atlantic Manager, HDR

Building a Seller-Doer Culture

Vanessa Zambo, CPSM, Senior Vice President, Director of Marketing and Communications, Terracon

Driving Seller-Doer Accountability

Greg Brenner, Managing Principal | Managing Director of National Client Services, WB Engineers
Ashley Schmidt, Vice President | Director of Business Development, HKS

Keynote Lunch: Business Transformed Through Seller-Doer Leadership | Kleinschmidt: A Case Study in How To Escape the BD Rat Race

Russ Sanford, CPSM, Chief Marketing Officer, Kleinschmidt

Steps To Formalizing the Seller-Doer Process in Your Firm

Wally Hise, PE, Vice President, HDR

Stories From the Front: Peer-to-Peer Seller-Doer Conversations

Closing Remarks

PLANNING ADVISORS



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