

Business Development / Seller-Doer Training for Design & Construction Firms



Introduction

Are you ready to convert your doers into sellers? What about that new business developer who needs extra training? Or, is it time to “refresh” your team with proven methodologies that produce better results? Red Hound Studios provides four distinct training sessions designed for seller-doers, business developers, marketers, and management to improve their skills and advance your firm toward a more confidently anticipated future.

For more information, contact Deb Schindler, APR, MBA
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“You can take great people, highly trained and motivated, and put them in a lousy system and the system will win every time.”
Geary Rummmler, President,
The Rummmler-Bache Group
(a process improvement company)

Psychological Reciprocity: If you don't show interest in your customers, they won't show interest in you. If you don't trust them, they won't trust you. If you don't care passionately, sincerely, constantly about not just meeting, but, exceeding their needs, they won't see you as being any better or worse than any other organization they have done business with.”
Bell & Zemke, Managing
Knock Your Socks Off Service



1. The Top Ten Challenges of Selling-Doing

A customized session focused on your firm's specific BD challenges.

In this work session, you and your team select the top ten challenges your firm is struggling with in BD and selling-doing. Those challenges will define the session's agenda. Through presentation and exercises, attendees learn tactics, strategies, methods, and solutions to beat those challenges and move your firm to the next level.

2. Building Trusted Partner Relationships

Building those valuable relationships with your targeted organizations and agencies.

In this work session, attendees learn how to initiate and build trusted partner relationships. It puts your firm ahead of the competition as your team learns how to uncover project and client needs, respond with relevance, build substantive relationships within targeted audiences, and advance client value. Attendees learn how to:

- ✓ build relationships over time, whether there's a pending project or not
- ✓ create client-focused interactions & engagement
- ✓ understand the prospect's project, organization & people
- ✓ become a trusted partner of your clients & prospects

3. Winning the Work You Want with Account-Based Business Development

Putting focus and purposeful pursuit to a more select client base in support of your firm's revenue goals and growth aspirations.

Not all prospects and clients are created equal. This work session puts BD'ers and seller-doers in the driver's seat as they focus their efforts on purposefully building your opportunity pipeline. This approach provides the highest return-on-investment of any B2B strategy or tactic and offers significant benefits for retaining / expanding client relationships and attracting new clients.

5. Client Relations

Building loyalty, referrals, repeat work, and reputation.

The most revenue-packed role of the seller-doer and BD'er is driving repeat and referred revenue from current and past clients. This training session assists teams in developing a business development-focused client relations program and plan. Topics and selected exercises include service statements, service standards, onboarding, building /expanding relationships, service recovery, and client maintenance. The session is designed to assist you in the active pursuit of repeat and referred revenue.

Training Workshops

Training sessions are three hours long and include presentation, discussion, hand-outs, exercises, and assignments.

Your Trainer



Deborah Schindler, APR, MBA, has 30+ years in successful professional services BD, marketing, and client relations. She has served in senior-level roles with multi-office regional, national or international firms including DLR Group, Durrant Group, Merrick & Company, Carter & Burgess (Jacobs), Henkels & McCoy, and CLC Associates. Her work has led to repeated successes, including significant revenue and market share increases, firm expansions, and re-balancing of revenues. The methodologies used in her training are built out of those successes as well as her training and research in processes and systems including Sales Process Engineering as well as Xerox', Mandeville's, Challenger's, and SPIN sales training.

Deb is a member of the American Council of Engineering Companies, Colorado Chapter, the American Council of Engineering Companies, National Affiliate, the Society for Marketing Professional Services (Leonardo award winner for lifetime career excellence), and the Public Relations Society of America. She has presented / trained on sales and marketing topics at the national, regional, and local levels for those organizations.

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