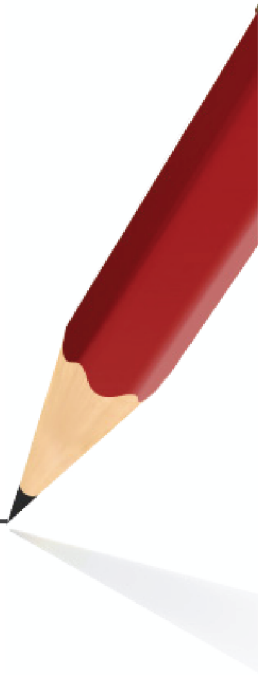


**EFFECTIVE SPECIFICATION SELLING**

*the architects' way!*

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# what is BCI Academy?

The intention that motivates us and that shapes all of our programs at BCI Academy is contributing to our members' business success. Additionally to providing important construction project leads, we aspire to add more value by including an educational branch to our services. BCI Academy was founded to provide our members with first class training to help them leverage the value of BCI's information and sales management systems and create tangible and measurable outcomes.

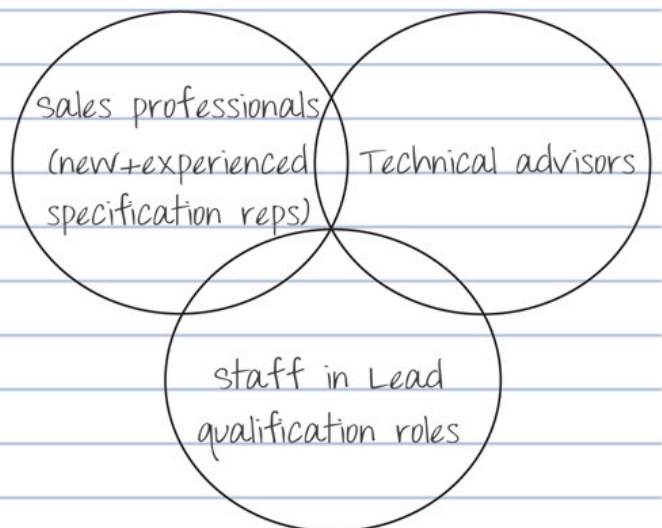
## EFFECTIVE SPECIFICATION SELLING

### What is the "Effective Specification Selling" seminar and how does it benefit me?

? The FIRST of a series of BCI Academy training programs designed to:

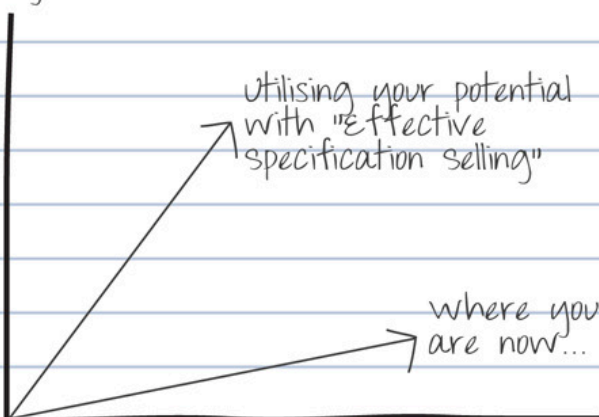
- Gain greater understanding of the specifications sales cycle
- Identify different decision makers
- Develop tailored marketing strategies

### Who should attend?

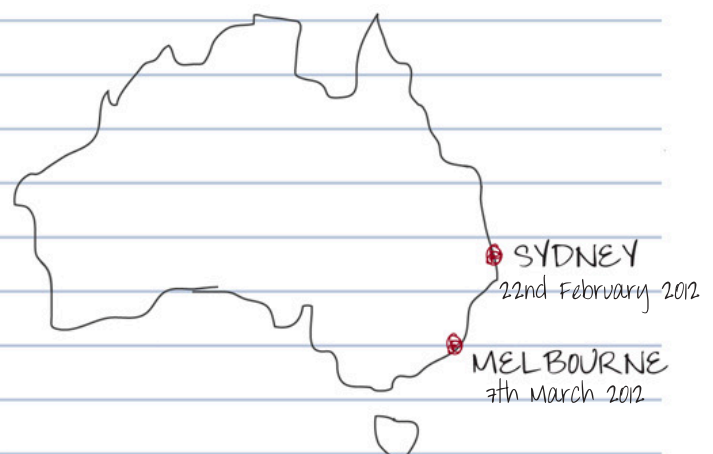


### Why should I attend?

Receive a copy of "specification sales Best Practice" - A market survey by BCI Australia.



### Where and When is it?



### Agenda:

<b>8:30am</b>	<b>Coffee and Registration</b>	
<b>9:00am</b>	<b>Introduction</b>	- BCI Australia and BCI Academy
	<b>Phase 1: Understanding the Specification Sales Process</b>	<ul style="list-style-type: none"> <li>- The Specification process from concept/design to construction</li> <li>- Identifying and understanding different decision makers and how they influence the specification</li> <li>- The different types of projects/contacts and how they should be approached</li> <li>- Things that influence product specifications</li> </ul>
<b>10:15am</b>	<b>Morning Tea</b>	
	<b>Phase 2: Create Opportunities How to market to Design Specifiers</b>	<ul style="list-style-type: none"> <li>- Creating awareness of your company</li> <li>- Strategies on how to get past the gatekeepers</li> <li>- First contact with architects</li> <li>- Securing a meeting</li> </ul>
<b>12:30pm</b>	<b>Networking Lunch</b>	
	<b>Phase 3: Manage Opportunities</b>	<ul style="list-style-type: none"> <li>- Preparing for a meeting</li> <li>- Conducting a successful meeting / meeting etiquette</li> <li>- Explaining your products' benefits</li> </ul>
<b>2:30pm</b>	<b>Afternoon Tea</b>	
	<b>Phase 4: Manage Relationships</b>	<ul style="list-style-type: none"> <li>- How to build long-term relationships</li> <li>- Following through</li> <li>- Networking for success</li> <li>- Strategies on how to get referrals</li> </ul>
<b>5:00pm</b>	<b>Training Concludes</b>	

# REGISTRATION FORM

I am a...       BCI Member       Non-Member

## Training Course:

- Effective Specification Selling – The Architects Way\*
- Construction Industry 101 – Foundations to Building & Construction\*

\*Select both if you would like to buy our package deal.

## Cost:

**Member**      ESS: \$597    CI 101: \$ 227    Package-deal: \$ 737

**Non-Member**    ESS: \$897    CI 101: \$ 297    Package-deal: \$ 1074

## Dates:

### Effective Specification Selling

- 22nd February 2012, Sydney - Deckhouse End of Clark Road, Woolwich Dock, Woolwich, NSW 2021
- 7th March 2012, Melbourne - Waterfront Venues Lvl. 1, 427 Docklands Drive, Docklands, VIC 3008

### Construction Industry 101

- 21st February 2012, Sydney - The Ideas Vault (Fox Studios) Building 14, Driver Avenue, Moore Park, NSW 2021
- 6th March 2012, Melbourne - Como Hotel 630 Chapel St, South Yarra, VIC 3141

\*If you would like to buy our package deal please select a date for ESS and CI 101.

## Booking Details:

Company:

Attendee's:

- 1. \_\_\_\_\_ 2. \_\_\_\_\_
- 3. \_\_\_\_\_ 4. \_\_\_\_\_
- 5. \_\_\_\_\_ 6. \_\_\_\_\_

Company Address:

Telephone:

Fax:

Email:

This is a tax invoice for GST purposes – when payment is made, keep a copy for your records.

BCI Australia Pty. Ltd. ABN 23 098 928 959

- I am paying by Bank Transfer to BCI Australia Pty Ltd. BSB: 032102 Account: 282455
- Cheque enclosed for: AUD \$
- Please charge my credit card for the amount of: \_\_\_\_\_ AUD \$

Credit card:  VISA  MASTERCARD  AMEX (Diners Club not accepted)

NAME ON CARD: \_\_\_\_\_ CARD NO: \_\_\_\_\_

EXP: \_\_\_\_\_ CVC: \_\_\_\_\_

**Please fax to 03 8412 7999 or email back to [academy@bciaustralia.com](mailto:academy@bciaustralia.com)**

# TERMS AND CONDITIONS

## Registrations and Payment

Course fees are due within 30 days of course booking, if the booking is within 30 days of course commencement, full payment for the course must be received within 1 day prior to course commencement. Any registrations received within 5 days of the course commencement must be confirmed over the phone or in writing by a BCI staff member. Cancellations and transfers are subject to the terms and conditions outlined below. If payment of a course fee has not been received within the stated period, an enrolment may be cancelled. An enrolled participant will always be notified prior to this occurring. All bookings are deemed to have been placed by an appropriate approved representative of the company. Course bookings are made on a per seat basis. The participant names provided at the time of booking are for our own administrative use only. Clients may substitute participants at any time.

## Transfers

Transfers will only be accepted in writing. Transfers must be received at least 24 hours prior of course commencement.

## Cancellations

Cancellations will only be accepted in writing. If a cancellation is received 10 or more working days before course commencement, a full transfer is available. If a cancellation is made less than 10 working days prior to the commencement of a course, no refund is applicable. However a transfer to another course is acceptable, but this transfer must be made arranged at least 24 hours prior to course commencement and must be confirmed in writing by a BCI staff member. If no notification is received and there is non attendance at the course, no refund will be made.

## Non Attendance

If a delegate fails to attend a course, course fees will not be refunded or allocated to another program. If the nominated delegate is unable to attend a scheduled course or part of a course, substitute participants are always welcome to attend.

## General

BCI Media Group Pty Ltd reserves the right to cancel, postpone or re-schedule courses due to low enrolments or unforeseen circumstances. Should this occur a full refund will be provided. BCI Media Group Pty reserves the right to change course fees, dates, content, speakers or method of presentation at its discretion. Where a refund is due to a participant a full refund will be issued by credit card or electronic payment within thirty days.

## Privacy

BCI Media Group Pty does not sell or rent its member and client details to other organisations. The information collected on the enrolment form is for the purposes of processing your registration, creating and maintaining participant records, keeping you informed of upcoming events and products and assisting us in improving our service to you. Please contact us with any enquiries you may have in relation to this matter.