



EFFECTIVE SPECIFICATION SELLING

Becoming a Trusted Supplier

research

BUSINESS

SALE!

EFFECTIVE SPECIFICATION SELLING

Becoming a Trusted Supplier

OVERVIEW:

Gone are the days of 'features and benefits' selling to design specifiers, it's not enough to get you over the line in this competitive construction market. To get specified, stay specified and build relationships your skills need to go beyond knowing your product. Design specifiers want you to understand their project needs and challenges, provide a best fit solution and become someone they can trust and rely on. This is exactly what the Effective Specification Selling Seminar focuses on – how you can become a trusted supplier.

TRAINING BACKGROUND:

To develop this seminar we have gone straight to the source, we've surveyed design specifiers across Australia asking them what they want from product suppliers when it comes to working with them on their projects. We also conducted interviews with top design specifiers to get some real life insights and stories on their experience working with product suppliers, who their favourite product suppliers are and what makes them stand out from the crowd.

TRAINING AGENDA:

Navigating the specification sales cycle – It's important to look at things from a 'project specific' perspective so we look at:

- » The journey a project takes from start to finish
- » What the design specifiers role is at each stage and what they are wanting from product suppliers
- » What other construction professionals have an influence on a specification (developers, main contractors and subcontractors)
- » How you can track your spec to ensure you stay specified

Marketing to Design Specifiers – We'll help you understand the best way to market your products to design specifiers.

- » The difference in approaching Gen Y to more senior design specifiers
- » What are the most preferred marketing channels of design specifiers
- » How to start your social media strategy
- » Understanding BIM
- » How to run seminars effectively in design specifier firms (CPD)
- » How to make an effective first contact with a design specifier

Conducting impactful meeting – You only have a small amount of time to make an impact in a meeting with a design specifier, we'll show you how to add the most value.

- » What information design specifiers want to receive before a meeting and during a meeting
- » How to talk about the value of your product over the price
- » Conveying your unique selling points over your competitors
- » Excellent communication – how to connect and engage your audience in presentations and meetings
- » Creating engaging content to use in your meetings and presentations – topics design specifiers told us are important and interesting to them
- » Moving from a product centric approach to a client centric focus

Building relationships – How to build long term relationships with design specifiers so you are not just working with them on one project but many

- » How to best follow up with design specifiers after a meeting
- » Tips on building long term relationships and positioning yourself as a trusted supplier
- » How to create more project leads through utilising referrals



TESTIMONIALS:

"This was a great seminar, extremely engaging and loved how interactive it was. I've taken away actionable steps to ensure my specification success."

- Rondo Building Services

"It was great to learn things from the architects perspective. This course has been great in helping me focus on being consultative and having a personal approach with my clients - being a trusted advisor not a sales person!"

- Dulux

"I would like to take this opportunity to thank you for your efforts and great insights. I found it of great benefit both professionally and personally - I have truly acquired a brand new skill."

- Metlam

"I would definitely recommend this course to anyone in a specification role in the industry. It has truly changed the way I look at approaching clients."

- Industrial Galvanizers

"It provided me with a really good structure and process to follow in my sales approach from preparation, to making contact, meetings, follows up and relationship building."

- Steel and Tube

"I found this course very effective and informative. The presenter was very knowledgeable and clearly had experience in the field which meant they were able to provide legitimate and intuitive advice on any questions we had. The information provided during the course was relevant to the industry and to my role in particular within the company."

- Alutech



DATES:

Sydney: 18th September 2018 - Cliftons Sydney - 60 Margaret Street, Sydney NSW 2000

Brisbane: 25th September 2018 - Cliftons Brisbane - 288 Edward Street, Brisbane QLD 4000

Perth: 27th September 2018 - Cliftons Perth - Parmelia House, 191 St Georges Terrace, Perth WA 6000

Melbourne: 2nd October 2018 - Cliftons Melbourne - 440 Collins Street, Melbourne VIC 3000

Registration: 8:45am, seminar starts: 9:00am, seminar concludes: 5:00pm



PRICING:

\$690 (incl GST) per attendee – Each attendee will receive a copy of the **Specification Selling Best Practice Report**

SPECIAL GROUP DISCOUNTS

3 – 4 Attendees **\$590 per person (incl. GST) Save \$100 per person**

5+ Attendees **\$490 per person (incl. GST) Save \$200 per person**

For groups of 6 or more people BCI Academy can offer in house training.

For more information please contact **Sophie Cadigan** on 0405 536 602 sophie@aisaustralia.com

Australia: Registration Form

Please fill out all required parts of this form and clearly mark relevant boxes with an

EVENT DETAILS

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REGISTRATION DETAILS

Company: _____ **Telephone:** _____ **Fax:** _____

Company Address: _____

Attendee's Details:

- 1. Name: _____ Event/City: _____ Email: _____
- 2. Name: _____ Event/City: _____ Email: _____
- 3. Name: _____ Event/City: _____ Email: _____
- 4. Name: _____ Event/City: _____ Email: _____

PAYMENT DETAILS

This is a tax invoice for GST purposes – when payment is made, keep a copy of your records BCI Australia Pty. Ltd. ABN 23 098 928 959

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

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

Card no.: _____ Exp: _____ CVC: _____ Signature: _____

RETURN DETAILS

Please email form to academy@bciaustralia.com or fax to 02 9432 4111

Mail cheque to BCI Australia Pty Ltd, 86 Chandos Street, St Leonards NSW 2065. For enquiries, please contact 1300BCIAUS or email academy@bciaustralia.com (BCI Academy is a division of BCI Media Group).

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