

# 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 New Zealand 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

We'll look at the journey a project takes from start to finish, who each decision maker is along the way, and what they value when it comes to your products and services.

### Marketing to Design Specifiers

We'll help you understand the best way to market your products to design specifiers to ensure you stand out.

### Conducting Impactful Meetings

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.

### Building Relationships

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

# EFFECTIVE SPECIFICATION SELLING

Becoming a Trusted Supplier



## TRAINING AGENDA

### Navigating the Specification Sales Cycle

- 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

- The difference in approaching Gen Y versus approaching 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 first contact with a design specifier

### Conducting Impactful Meetings

- 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 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

# EFFECTIVE SPECIFICATION SELLING

Becoming a Trusted Supplier

## REGISTRATION FORM

### Event Details

- AUCKLAND** – 30<sup>th</sup> June 2020 – Cliftons Auckland – Level 4,  
45 Queen Street, Auckland 1010 New Zealand
- TIME:** 9:00am – 3:00pm
- PRICE:** \$690 (incl. GST)

### 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 [sophie@aisaustralia.com](mailto:sophie@aisaustralia.com) 0405 536 602

### 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

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 this form to [academy@bciaustralia.com](mailto:academy@bciaustralia.com) or fax to 02 9432 4111

Mail cheque to BCI Australia Pty Ltd. Suite 202, Level 2, 754 Pacific Highway, Chatswood NSW 2067.

For enquiries, please contact 1300BCIAUS or email [academy@bciaustralia.com](mailto: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 to 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.