

# Proactive Specification Development

*... making specification selling more proactive*

**'It is increasingly becoming more difficult to get specified'  
'We want to get some control back'**

*Respondents to Howitt Consulting Survey*

Specification development is a programme that both challenges and develops an experienced specification sales team to become more proactive. It looks at the overall approach and also the skills and knowledge to achieve success through an emphasis on proactivity and selection.

*An example* - a Fire Protection company with an experienced sales team wanted to change the focus and gain greater control over their business. The team already dealt with specifiers, but on a fairly reactive basis. The programme enabled the team to become more proactive and professional, and doubled the amount of business the company controlled directly.

## Programme

The structured programme contains four elements and works over a period of 12 months:

### Element One - Proactive Specification Management

- ▶ Planning and Organising
- ▶ Financial and Customer Plans
- ▶ Balancing Projects and Accounts
- ▶ Developing a Proactive Approach

### Element Two - Proactive Project Management

- ▶ Industry Update
- ▶ Contract Types and Decision-Makers
- ▶ Project Good Practice

### Element Three - Proactive Account Management

- ▶ Balancing the Account Portfolio
- ▶ Developing Account Objectives
- ▶ Managing Account Plans for Growth

### Element Four - Project Simulation

- ▶ Practice skills in a safe environment
- ▶ Used to assess skills development
- ▶ Learning in a 'doing' environment

## Questions

- ▶ How much business do we really control?
- ▶ What is our strategy for getting back control?
- ▶ How proactive are our team at developing specifications?
- ▶ How much business would come to us anyway?
- ▶ How could we improve the way we manage projects?
- ▶ How could we improve our conversion ratios?
- ▶ How much more business could we get out of our existing accounts?

*'By becoming more proactive in specification, we have gained more control over our business'*

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