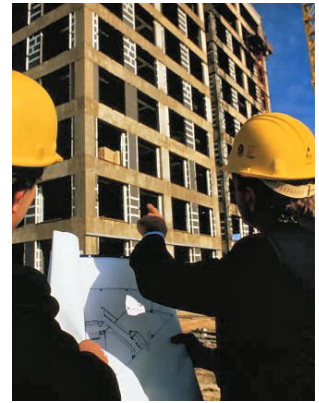


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## project selling



*12 january 2010*

more business from current enquiries

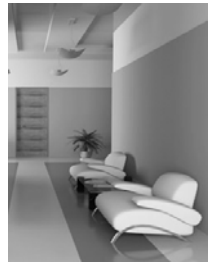
# creating project sales in the construction industry in 2010

Many of our clients tell us they are uncertain how business within the Construction Industry will fare in 2010.

Stepping outside politics and industry forecasts, there will still be a large market for the construction and M+E products sector. It's worth around 40% of construction forecasts, or £41bn across all sectors, of which £15bn will be from new construction.

Generalisations apart, the question is 'how to get hold of more of what's on offer next year'.

That's what the briefing on 12 January 2010 is about and we can prove it works and pays for itself many times over.



“

As discussed last week, I thought this was the best development we have done to date. The reality factor was, I feel, the clincher, and really pushed home the opportunities out there.

*Divisional Sales Director*

”

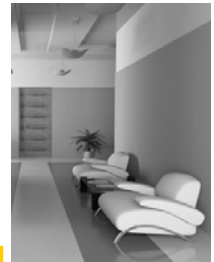
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## the background

This innovative approach has been developed for sales teams in response to major concerns that several companies expressed about business for 2010 and beyond :

- Concern over project enquiry-to-order conversion
- Distributors with too much control over sales
- The need to sell a broader product package
- The need to improve sales team performance despite heavy workloads
- Improving business opportunities through effective team co-operation
- The long enquiry / specification / quotation / order process – ' we need new business NOW!'



## maximising your 'opportunity bank'

Our new programme can help you develop much more business from your existing enquiries, and ...

- Get a return of up to 40 times your investment – we can prove it!
- Provide a process the team will buy into because they have made it work themselves
- Build a more proactive sales culture throughout the business
- Keep in front of competitors on projects

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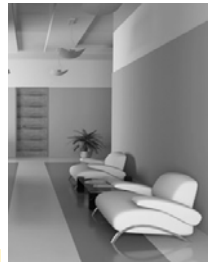
## 12 January – what we will be doing

- Outlining how we are working with major clients' sales teams to turn low key contractor or distributor enquiries into project sales opportunities
  - How and why the process works
  - How it can be used to sell higher value product packages
  - Helping you assess how this would work for your business, what it would cost and how soon you can expect quantifiable returns
- Clients using the programme will outline how it is working for them and the return on their investment to date

## should you be there on 12 January ?

Yes !

If you have a desire to maximise business opportunities within the Construction Industry in 2010, we have a proven method for sales development you will want to know about.



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## your possible objections to the programme

### *'We can't take sales people off the road for training'*

- The programme is based on live project selling under our direction – actual projects are converted into orders. This is not 'time out' training – it's 'hands-on learning by doing'

### *'We've no money'*

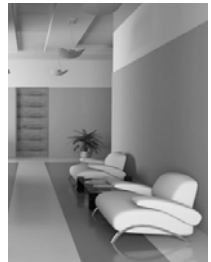
- Clients have achieved a return of 40 times the investment within much shortened timescales

### *'It's too good to be true'*

- It will cost you £30.00 to find out how it works in the real world and how it could work for your business

### *'It's bound to mean more work for everyone'*

- Absolutely not! It's genuinely about working smarter – not harder – an essential in our industry at this time



## registration

- The day is for National Sales Managers and Sales Directors (or equivalent) *only*
- Cost : £30.00 + VAT – this includes lunch and refreshments
- Venue : East Midlands
- Time : 1000-1300
- Registration : Call 01858 540248 or email [jo.daly@howittconsulting.co.uk](mailto:jo.daly@howittconsulting.co.uk)

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