

Exclusively for Construction and M+E Product Sales and Marketing Teams

Return of the Specifier

*Architect? Consulting Engineer? Main Contractor?
... the who, when and how of specification selling today*

Tuesday 30 January 2006
EAST MIDLANDS

David Dunbar
Associate Director
RPS Burks Green

RPS Burks Green

Terry Dix
European Business Leader
ARUP

ARUP

Kevin Collier
Senior Design Manager
Laing O'Rourke

LAING O'ROURKE

David Oates
Supply Chain Manager
Wates

wates

Tel: 01858 540248

Fax: 01858 540249

mail@howittconsulting.co.uk

www.howittconsulting.co.uk/events

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Return of the Specifier

Architect? Consulting Engineer? Main Contractor?

... the who, when and how of specification selling today

The issues

A recent phenomenon in the building industry has been the growth of specification by main contractors - and procurement through supply chains. But the design team - the architect and the consulting engineers - still have major specification influence.

Understanding the who, when and why of product specification today - especially when the architect / consultant is lead decision-maker - is key to successful sales performance.

Leading industry practitioners will clarify a major concern for suppliers today - who to contact: the project architect, the consulting engineer, or the main contractor - and what they are looking for when you get there.

The benefits of attending this seminar

Sales teams can waste so much time chasing business with non decision-makers, and talking about the wrong issues at the wrong time, simply because they do not understand how specification works today.

This seminar will clarify for product suppliers:

- ▶ Who to see for different project and contract types
- ▶ Why contact timing is crucial - and when to see the different influencers
- ▶ In practice, how and why specifications are changed
- ▶ How to defend your specifications

Who should attend?

All sales and marketing personnel - external and internal - who can make or break the eventual order during the specification process, from raising awareness, to first contact, to eventual order.

So, the following personnel should be considered:

- ▶ External Field Sales Teams and Managers
- ▶ Internal Sales Office
- ▶ Technical Teams
- ▶ Marketing Departments
- ▶ Business Development Specialists
- ▶ Key Account Teams

The Contributors

David Dunbar
Associate Director

 RPS Burks Green

In 2005 RPS Burks Green were number one industrial architect and number two architect overall in the UK, and are currently involved in the Olympic relocation project. With 200 staff and a consultant division, the practice numbers BAA, Cadbury Schweppes, IKEA, Marks and Spencer and Sainsburys among its clients.

Terry Dix
European Business Leader

 ARUP

ARUP is a top 5 International Consulting Engineering business, with 18 UK offices and an annual turnover in excess of £220m. ARUP operate across mechanical, electrical, structural and civil engineering disciplines.

Kevin Collier
Senior Design Manager

 LAING O'ROURKE

Currently fifth largest UK contractor with an annual turnover of almost £2bn, Laing O'Rourke operates across commercial, retail, residential, education, healthcare and civils. The organisation is actively involved in PFI and ProCure21 projects.

David Oates
Supply Chain Manager

 wates

Wates is a top 50 contractor with a turnover of £700m. The business is actively involved in most key areas, including education, commercial buildings, public sector frameworks, retail and social housing.

Programme

0945 - 1600

WELCOME AND INTRODUCTION

THE ARCHITECT AND SPECIFICATION TODAY

HOW THE MODERN PRACTICE WORKS

- ▶ Practice / office organisation and roles
 - ▶ The business structure and responsibilities
- ▶ Project organisation and roles
 - ▶ How projects are organised and managed

THE SPECIFICATION PROCESSES

- ▶ Making specifications
 - ▶ Who makes the decisions and how are specifications produced?
- ▶ Breaking specifications
 - ▶ The when and why of agreeing to or resisting a specification change

GOOD PRACTICE

- ▶ Examples of product suppliers who work well with architects

David Dunbar, Associate Director - RPS Burks Green

THE CONSULTING ENGINEER AND SPECIFICATION TODAY

THE STRUCTURE OF A MODERN CONSULTING ENGINEERING PRACTICE

- ▶ How the business works - organisation and roles
- ▶ Project organisation and management

THE SPECIFICATION PROCESSES

- ▶ How product selection works - the processes and the people
- ▶ Specification breaking and substitution - is there an answer?

GOOD PRACTICE

- ▶ Case studies of successful supplier involvement

Terry Dix, European Business Leader - ARUP

THE MAIN CONTRACTOR AND SPECIFICATION

THE STRUCTURE OF A MAIN CONTRACTOR

- ▶ Company organisation and roles
- ▶ How a major project is planned, including roles and responsibilities

PRODUCT SPECIFICATION PROCESSES

- ▶ Involvement with external specifiers - architects and consultants
- ▶ Working with the in-house design and procurement teams
- ▶ Use of approved lists and product guidelines
- ▶ Involvement of sub-contractors in specification

PRODUCT SELECTION

- ▶ Key selection criteria - where price, quality and value fit
- ▶ Innovation by product suppliers - the pros and cons

Kevin Collier, Senior Design Manager - Lalng O'Rourke

DISCUSSION PANEL

Delegates will have the opportunity to submit some tough questions to the previous speakers about how they really work and what they really think.

THE MAIN CONTRACTOR AND PROCUREMENT

THE LINK BETWEEN TECHNICAL SPECIFICATION AND PROCUREMENT PROCESSES WITHIN A CONTRACTOR

- ▶ How it works
- ▶ Criteria used for making product decisions
- ▶ Who is the ultimate decision-maker and in what circumstances?
- ▶ What referral process operates for changing specifications?

HOW RELATIONSHIPS WITH PRODUCT SUPPLIERS WORK IN PRACTICE

- ▶ When the contractor has 'preferred suppliers'
- ▶ When there are no 'preferred suppliers' in place
- ▶ When the client or design team or construction team have different 'preferred suppliers'

David Oates, Supply Chain Manager - Wates

PROJECT MANAGEMENT AND ACCOUNT MANAGEMENT WORKSHOPS

The last two sessions will take issues and challenges from the previous sessions and explore how this affects managing projects and developing accounts.

WORKSHOP 1 - KEY CRITERIA FOR SELECTING AND MANAGING PROJECTS

This workshop will develop the principles raised by the previous presentations and will look at:

- ▶ Project pre-qualification and selection
- ▶ Understanding key projects
 - ▶ Technically
 - ▶ Contractually
 - ▶ Commercially
 - ▶ Specification
- ▶ Identifying critical points in projects and best practice for managing them, in terms of:
 - ▶ Information required
 - ▶ Sales activities
 - ▶ Commitments gained

Richard Blakesley, Managing Director, Howitt Consulting

WORKSHOP 2 - KEY CRITERIA FOR SELECTING AND DEVELOPING ACCOUNTS

This workshop will again develop the principles raised by the previous speakers, but this time looking at:

- ▶ Specifier pre-qualification and selection
- ▶ Understanding key specifiers
 - ▶ Relationship
 - ▶ Markets
 - ▶ Strategic fit
 - ▶ Specification
- ▶ Developing a specifier account, in terms of:
 - ▶ Specification
 - ▶ Relationship
 - ▶ Value

Brian Boley, Development Director, Howitt Consulting

Seminar Information

Date: Tuesday 30 January 2007

Timings: 0945 - 1600

Location: East Midlands

Costs per person (+VAT):

1-2 reservations	£295.00
3-5 reservations	£265.00
6+ reservations	£225.00

Reservations

Please enrol the following delegates for this event:

Name

1	4
2	5
3	6

Authorising Executive:

Company:

Address:

.....
.....

Tel: Fax:

Email:

Invoice to be sent to (please provide email address):

.....

Please post, fax or email to: Howitt Consulting, 1 The Chambers, Bowden Business
Village, Market Harborough, Leicestershire LE16 7SA
Tel: 01858 540248 Fax: 01858 540249 Email: mail@howittconsulting.co.uk

TERMS AND CONDITIONS

Invoices are raised on confirmation of reservations and are payable within 10 days. Full fees are payable for cancellation within 28 days of the event. Substitutes can be made at any time without cost. The organisers reserve the right to change the programme or contributors, if necessary.