

selling through specification

*understanding and exploiting
opportunities in the specification market*

an intensive two-day training
course for sales and
marketing personnel on
selling in the fast-changing
specification market

2010 date

25 & 26 May

the issues

The specification market continues to evolve and is becoming ever more complex. The decision-makers are changing, and the influencers are getting more involved.

This course unravels the complexity of selling specification today and will save personnel endless frustration, wasted time and effort.

the benefits

- ▶ More focused approach to specification selling
- ▶ Understanding of contract types
- ▶ Best practice for managing projects
- ▶ Less wasted effort
- ▶ Increased specification conversion ratios
- ▶ Tighter specifications
- ▶ More commitments out of specifiers
- ▶ Supply chain agreements

who should attend?

- ▶ External sales personnel
- ▶ Internal personnel involved in project tracking
- ▶ Marketing personnel
- ▶ Sales managers

cost £925.00 + VAT (excluding overnight accommodation)
venue Bowden Business Village, Market Harborough
overnight accommodation
Hotel reservations to suit budgets can be arranged if required

In-house Customised Option

This course can be adapted to your own needs, products and markets. If you have more than six delegates it is more cost-effective. Call us to discuss how we could customise an event just for you.

the programme

Why specification?

- ▶ Benefits and problems
- ▶ Overall approach

Who are the decision-making specifiers today?

- ▶ When is it the architect - and when is it the main contractor - and where does the client fit in?
- ▶ What each wants from suppliers

How does the contract type affect large projects?

- ▶ Traditional (38%), Design & Build (53%), PFI (9%)
- how the rules are changed for sales activities
- ▶ Prime Contracting and Partnership approaches

When should you make contact?

- ▶ Key stages on Traditional and Design & Build projects for product selection
- ▶ What to do at each stage

Which projects are worth pursuing?

- ▶ Developing a project selection model for your products
- ▶ Spotting the time-wasters and dead-ends

How do you persuade the specifier?

- ▶ Planning and getting interviews
- ▶ Offering value and benefits

How do I get into contractor's supply chains?

- ▶ Supply chain mechanics
- ▶ Principles for supply chain membership

How do you tie up the specification?

- ▶ What is the specification?
- ▶ Where is the specification?
- ▶ Writing a tight specification

Can specification changes be prevented?

- ▶ Facts about specification
- ▶ Defending the specification effectively

How will you use this course in your work from now onwards?

- ▶ Individual action plans