

For sales and
marketing
personnel

An intensive two-day training course on selling in the
fast-changing specification market

Selling through Specification

28 & 29 September 2010

*Understanding
and exploiting
opportunities
in the
specification
market*

howitt consulting
... building people

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Selling through Specification

Understanding and exploiting opportunities in the specification market

The specification market continues to evolve and is becoming ever more complex.

The decision makers are changing and the decision influencers are getting more involved.

Success today demands a clear understanding of who has the power to make firm specifications, when to approach them and how to manage the specification process through to order.

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

The benefits this seminar will deliver

- A fine-tuned strategy for specification selling
- Better understanding of contract types – clearer identification of key specifiers
- Best practice for managing projects
- Increased specification conversion ratios
- Tighter specifications – fewer changed specifications
- More commitment from specifiers at each stage
- Supply chain agreements

Who should attend?

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

Programme

Why Specification?

- Benefits and problems
- Clarification of the issues involved

Who are the Decision-making Specifiers Today?

- When is it the architect, the consultant, the main contractor – and where does the client fit in?
- What each wants from product suppliers

How does the Contract Type affect large projects?

- Traditional contracts (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 in 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 – making it worth the specifiers time
- Offering relevant values and benefits

How do I get into the Contractor's Supply Chain?

- Supply chain mechanics
- Principles for supply chain membership

How do I 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

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Seminar Information

Date Tuesday 28 and Wednesday 29 September 2010

Timings Day One 0930 – 1730
Day Two 0900 – 1630

Location Howitt Consulting Training Suite, Market Harborough, Leicestershire

Costs per person (+VAT) £925.00 + VAT (excluding overnight accommodation)
Hotel reservations to suit budgets can be arranged if required

Reservations

Please enrol the following delegates for this event:

Delegate Name(s):

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Authorising Executive:

Address:

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Tel:

Email:

In-House Customised Option

This course can be adapted to your own needs, products and markets. If you have more than six delegates, a customised course will be more cost-effective. Contact us for an initial discussion – no cost or obligation.

Please post, fax or email to: Howitt Consulting 1 The Chambers Bowden Business Village Market Harborough 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.

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