

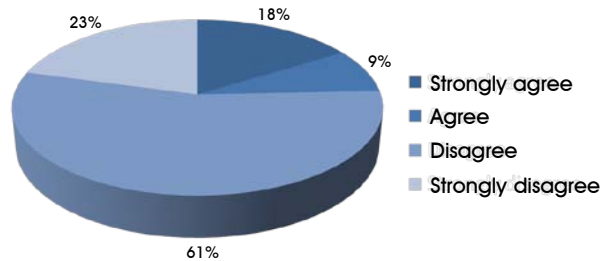
developing business-winning strategies for this demanding market



Why this workshop?

"Contractors are more interested in cheap products than added value"

The number of building product suppliers who responded to our 'Making Sense of the Downturn' survey, who agree or disagreed with the above statement –



Some comments included:

"Contractors know the price of everything and the value of nothing – this is not always true, but for some it is definitely true"

"Contractors are interested in cheap products and so we need to be better at selling them the added value we offer"

"We always start by selling added value but along the line things change, especially as we are towards the end of the build, and so we need to deal with the price issue"

The Benefits

- Understand how changing main contractor relationships affect the product supplier
- Identify main contractors and projects to target for their products
- Develop strategies for selling to main contractors on projects
- Sell to main contractors through supply chains

The Workshop Content

- Main Contractors – Changing Relationships Today
- Identifying Main Contractors and Projects to Target
- Selling to Main Contractors on Projects
- Selling to Main Contractors through Supply Chains
- Action Plans

Venue

Market Harborough
Leicestershire

Price

£345 + VAT per delegate
£315 + VAT for 3+ delegates

Selling to Main Contractors

21 February 2012