

For Construction and  
M+E products suppliers  
*only*

A one-day workshop to provide delegates with practical  
understanding and effective strategies for success

# Selling to Main Contractors

16 September 2010

East Midlands

*Developing  
business-winning  
strategies for this  
demanding  
market*

**howitt** consulting  
... building people

# Selling to Main Contractors

Developing business-winning strategies for this demanding market

Main contractors are having to come to terms with changing public sector programmes, coupled with client demands for ever more complex building work. Plus reduced margins, as tender prices are squeezed.

Against this background, the need for innovative cost-effective product suppliers is still huge – approximately £38bn will be spent on construction and M+E products in 2011. Around 75% of this will be non-housing.

BUT . . . the 'rules' for winning a share are changing fast – innovation, sustainability and environmental issues, value, whole life costs – these are some of the major factors affecting product choice today.

In consequence, selling to main contractors – never an easy job – is now much more difficult, unless the supplier understands procurement routes TODAY.

This workshop will provide delegates with this practical knowledge and understanding AND effective strategies for success.

## ***The benefits this workshop will deliver***

The workshop will help delegates to –

- 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 day will be based on interactive discussion to allow delegates the opportunity to develop strategies for their own businesses.

## ***Who should attend?***

- Internal and External Sales Teams and Managers
- Commercial and Business Development Managers responsible for selling to main contractors

## ***Programme Summary***

### **Main Contractors – Changing Relationships Today**

- Understand how changing main contractor relationships affect construction issues, including product procurement –
  - Contract types and relationships
  - Relationship to the building
  - Environmental and sustainability issues
- Understand how supply chains work –
  - The role of the construction client
  - Involvement of designers
  - Sub-contractors and product choice
  - How the product supplier can get involved

### **Identifying Main Contractors and Projects to Target**

- The main areas of construction activity in 2011
- The post-budget public sector construction opportunities – which contractors are involved?
- Which main contractors are involved in which leading projects

### **Selling to Main Contractors on Projects**

- The main contractor's involvement in different contract types
- Key drivers
- The decision makers and influencers
- The suppliers strategy option – project versus account
- Managing the project at each stage

### **Selling to Main Contractors through Supply Chains**

- The origins and growth of supply chain management
- Partnering – theory and practice
- The risks and benefits of supplier involvement
- The partnering process –
  - Identifying the right partners
  - Proposing to main contractors
  - Achieving success in partnerships

### **Action Plans**

- Delegates will be guided to develop personal strategies for implementation and success.

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## Workshop Information

Date	Thursday 16 September 2010	
Timings	1000 – 1600	
Location	Howitt Consulting Training Suite, Market Harborough, Leicestershire	
Costs per person (+VAT)	1 reservation	£345.00
	2-3 reservations	£315.00
	4+ reservations	£270.00

## Reservations

Please enrol the following delegates for this event:

Name:	Job Title:
1 .....	.....
2 .....	.....
3 .....	.....
4 .....	.....

Authoring Executive: .....

Title: .....

Address: .....

.....

.....

Tel: .....

Email: .....

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](mailto: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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