

# Registration

## Your Information

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

TITLE \_\_\_\_\_ COMPANY \_\_\_\_\_


ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

SMPS# OR  PSMA MEMBER \_\_\_\_\_ PROMOTIONAL CODE \_\_\_\_\_

- Dates and Cities**
- February 12, 2008  
Atlanta, GA
  - March 11, 2008  
Sacramento, CA
  - March 13, 2008  
Honolulu, HI
  - April 8, 2008  
Orlando, FL
  - May 13, 2008  
Dallas, TX
  - June 3, 2008  
Philadelphia, PA
  - August 6, 2008  
Denver, CO



**Earn 6.5 CEUs!**

**“The Basics of Business Development”** in the A/E/C Marketplace is approved for 6.5 hours of Certified Professional Services Marketer (CPSM) continuing education units (CEUs) and AIA LU hours (LUs).

## Registration Fees

Your registration fee includes course materials, continental breakfast, lunch, and coffee breaks.

- SMPS or PSMA Member ..... \$475\*
- Nonmember ..... \$575\*

*Team Rate: Teams of three or more employees from the same company benefit from a \$100 discount on each applicable registration rate above. Team registration must be faxed to 703.549.2498.*

Total Due .....\$ \_\_\_\_\_

## Payment Method

- Check Enclosed (payable to SMPS) Check # \_\_\_\_\_
- VISA  MasterCard  American Express

CREDIT CARD # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

SIGNATURE (REQUIRED FOR CREDIT CARD PAYMENTS) \_\_\_\_\_

## Four Easy Ways to Register

- Online: [www.smeps.org/bd](http://www.smeps.org/bd)
- Fax: 703.549.2498
- Toll Free: 800.292.7677, x223
- Mail: SMPS, Attn: Education  
44 Canal Center Plaza, Suite 444  
Alexandria, VA 22314

## Cancellation Policy

Cancellations must be received in writing and sent to SMPS, Attn: Education, 44 Canal Center Plaza, Suite 444, Alexandria, VA 22314. The registration fee will be refunded if cancellation is received two weeks prior to the event. No registration fees will be refunded with less than two weeks' notice. A substitute may attend for no extra charge or registration can be transferred to the same event in another city within 12 months of the original event, provided SMPS is notified of the substitution or transfer prior to the start of the event. A registration can be transferred only once and fees cannot be refunded after a transfer has been made.

**Space is limited.** Registration closes two days prior to the day of the seminar.

**Questions?** For more information or special needs, call 800.292.7677, x228.

## The Basics of Business Development in the A/E/C Marketplace

### 2008 SMPS Educational Series

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**Society for Marketing Professional Services**

44 Canal Center Plaza  
Suite 444  
Alexandria, VA 22314

# The Basics of Business Development in the A/E/C Marketplace



## Win Work!

Focus your sales efforts to generate profits for your firm in this one-day, interactive seminar. Register today—earn valuable CEUs.

## Who Should Attend?

- Associates
- Business Development Associates
- Business Development Managers
- Marketing Managers
- Principals
- Project Architects
- Project Engineers
- Project Managers

### 2008 SMPS Educational Series



**Society for Marketing Professional Services**

# The Basics of Business Development

in the A/E/C Marketplace

Whether you're new to business development or looking for a structured refresher, this is the workshop for you.

The experts will tell you: Brilliant staff, extraordinary management, sophisticated systems, and a great marketing plan amount to nothing if you don't have work. Led by top-notch practitioners with stellar records of winning work for their firms, this interactive, one-day seminar will provide you with tools and valuable information to strengthen your business development skills and teach you how to develop and maintain a successful business development program for your firm.

- Do you really understand the business development cycle?
- Are you cultivating leads and sales?
- Do you have a formal process for contact management in place?
- Can you articulate your company's value proposition?
- Are you successful at networking?
- Is your network generating sales for you and your firm?

If you cannot answer "yes" to each of the above questions, you cannot afford to miss this seminar! In addition to basic business development training, gain insight into your specific business development needs and concerns. You will be challenged to evaluate the effectiveness of your current sales efforts, to strengthen your firm's business development strategy, and to role play effective business development solutions to difficult situations.

By the end of the day, you will understand:

- What business development is, what it is not, and how it is done
- Why business development is critical to your firm's success
- How to effectively prepare for a networking event and work a room
- How to generate leads that end in sales for your firm
- How to build long-term, profitable business relationships
- How to use business development strategy to increase your firm's profits

The registration fee includes a seminar workbook; continental breakfast, lunch, and refreshments; and 6.5 hours of Certified Professional Services Marketer (CPSM) continuing education units from SMPS or 6.5 LUs from the American Institute of Architects.

Apply your learning on the job with these take-away resources:

- 100-page Seminar Workbook
- Personal BD Checklist
- Go/No-Go Decision-Making Guide
- Case Studies
- Sample Lead and Opportunity Activity Reports
- "The Marketer's Toolbox" of Resources
- Recommended Books for Further Reading

Teams of three or more employees registering for this program are eligible for a discounted registration rate (see registration form for details). Register today at [www.smps.org/bd](http://www.smps.org/bd)!

# Agenda

8 – 8:30 am

Registration/Continental Breakfast

Noon – 1 pm

Lunch

Workshop Topics  
8:30 am – 4:30 pm

Defining Business Development (BD)

- What BD Is and Is *Not*
- Who Is Involved in BD
- How BD Is Done
- Why BD Is Critical to the Firm

Business Development vs. Sales

- Differences and Interrelationships
- Selling Products and Services
- Selling Yourself
- Selling Your Firm

The BD Cycle and Sales Process

- Market Research
- Screening
- Relationship Building
- Client Meeting Techniques
- Proposing and Winning Work

The Contact Management Process

- Communication Types
- Follow-up Styles, Schedules, and Plans
- Client Relationship Management Programs
- Cold Call/Warm Call

The Strategic Plan

- What It Is
- How It Is Done
- Why It Is Important
- How It Supports the BD Efforts
- Your Firm's Unique Value Proposition

BD Leads and Prospects

- What Makes for a Good Lead or Prospect
- Where to Get Good Leads
- BD Resources List
- BD Sources List
- Local/Regional vs. National BD

Networking

- What Networking Is
- How to Make Networking Work for You
- Effective Networking Tips (Dos and Don'ts)
- Networking Role Play

Personal BD Audit

- How to Prepare for a Networking Event
- Personal BD Checklist

Getting the Most from a Conference

- How to Work a Room
- Effectively Pre-Qualify People You Meet
- Working a Conference

## Dates & Cities

February 12, 2008—Atlanta, GA

The Buckhead Club  
3343 Peachtree Road, NE, Suite 1850  
Atlanta, GA 30326

March 11, 2008—Sacramento, CA

Embassy Suites – Riverfront Promenade  
100 Capitol Mall  
Sacramento, CA 95814

March 13, 2008—Honolulu, HI

Private Club  
1451 Queen Emma Street  
Honolulu, HI 96813

April 8, 2008—Orlando, FL

Orlando Marriott Downtown  
400 W. Livingston Street  
Orlando, FL 32801

May 13, 2008—Dallas, TX

The City Club  
Bank of America Building  
901 Main Street Suite 6900  
Dallas, TX 75202

June 3, 2008—Philadelphia, PA

The Down Town Club  
Public Ledger Building  
150 S. Independence Mall West  
Philadelphia, PA 19106

August 6, 2008—Denver, CO

Hyatt Regency at Convention Center  
650 15th Street  
Denver, CO 80202

## Instructors

"The Basics of Business Development" is taught by a rotating staff of faculty representing some of the most successful architectural, engineering, and construction firms in the United States. The instructors are senior executives within their firms—seasoned, active practitioners of business development with responsibility for bottom-line contractual results. Combined, they offer decades of practical experience. *Instructors will be selected from the group below and are subject to change.*



**Gilbert S. Brindley, P.E., CPSM**  
Executive Vice President  
Professional Service Industries (PSI)



**Michael T. Buell, CPSM**  
Business Development Director  
URS Corporation



**Greg M. Goodwin Sr., FSMPS**  
Senior Vice President  
PBS&J Inc.



**Kristy B. Kevitt, LEED AP**  
Principal, Business Development  
SmithGroup



**Terri Robinson**  
Vice President, Business Development & Marketing  
HOK



**N. Anthony Steinhardt, III, FSMPS, CPSM**  
Principal  
RATIO Architects, Inc.



**Freddie T. Bustillo**  
District Manager, Business Development  
Gilbane Building Company



**Karen O. Courtney, AIA, FSMPS**  
Chief Development Director  
Barton Malow Company



**Thomas J. Neary**  
Vice President/Director of Business Development  
Morley Builders



**Judith Nitsch, P.E., LEED AP, CPSM**  
President  
Nitsch Engineering

## Bring "The Basics of Business Development" to Your Organization!

Can't make it to one of these locations? SMPS will come to you! SMPS' in-house programs offer training for larger teams for a fixed price. This means no time out of the office, no travel expenses, and consistent training for the entire team. Each program can be tailored to meet your organization's needs and schedule. Call 800.292.7677, x228, for details and pricing. Visit [www.smps.org/inhouse](http://www.smps.org/inhouse) for more information.