



# EFFECTIVE SPECIFICATION SELLING

*Becoming a Trusted Supplier*

research

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*Becoming a Trusted Supplier*

## OVERVIEW:

Gone are the days of 'features and benefits' selling to design specifiers, it's not enough to get you over the line in this competitive construction market. To get specified, stay specified and build relationships your skills need to go beyond knowing your product. Design specifiers want you to understand their project needs and challenges, provide a best fit solution and become someone they can trust and rely on. This is exactly what the Effective Specification Selling Seminar focuses on – how you can become a trusted supplier.

## TRAINING BACKGROUND:

To develop this seminar we have gone straight to the source, we've surveyed design specifiers across Hong Kong asking them what they want from product suppliers when it comes to working with them on their projects. We also conducted interviews with top design specifiers to get some real life insights and stories on their experience working with product suppliers, who their favourite product suppliers are and what makes them stand out from the crowd.

## TRAINING AGENDA:

**Navigating the specification sales cycle** – It's important to look at things from a 'project specific' perspective so we look at:

- » The journey a project takes from start to finish
- » What the design specifiers role is at each stage and what they are wanting from product suppliers
- » What other construction professionals have an influence on a specification (developers, main contractors and subcontractors)
- » How you can track your spec to ensure you stay specified

**Marketing to Design Specifiers** – We'll help you understand the best way to market your products to design specifiers.

- » The difference in approaching Gen Y to more senior design specifiers
- » What are the most preferred marketing channels of design specifiers
- » How to start your social media strategy
- » Understanding BIM
- » How to run seminars effectively in design specifier firms
- » How to make an effective first contact with a design specifier

**Conducting impactful meeting** – You only have a small amount of time to make an impact in a meeting with a design specifier, we'll show you how to add the most value.

- » What information design specifiers want to receive before a meeting and during a meeting
- » How to talk about the value of your product over the price
- » Conveying your unique selling points over your competitors
- » Excellent communication – how to connect and engage your audience in presentations and meetings
- » Creating engaging content to use in your meetings and presentations – topics design specifiers told us are important and interesting to them
- » Moving from a product centric approach to a client centric focus

**Building relationships** – How to build long term relationships with design specifiers so you are not just working with them on one project but many

- » How to best follow up with design specifiers after a meeting
- » Tips on building long term relationships and positioning yourself as a trusted supplier
- » How to create more project leads through utilising referrals



## TESTIMONIALS:

*"Sometimes in our roles we act a lot out of habit. This program made us reassess how we do things and look at it more professionally and be more systemised."*

- Fosroc

*"I loved learning about the open ended questions to ask design specifiers to get them talking. I will put my new questioning techniques into practice. I enjoyed the training a lot, thank you!"*

- Hitli

*"Good training initiative by BCI Academy, it raises the standard of sales people in the industry."*

- Ligman Lighting Hong Kong

*"I had some real insights on myself from the role play sessions, it's something you don't get to practice everyday in your job. I learnt my strengths and areas to develop in phone calls and meetings."*

- Maxgrand

*"It was great to learn how to communicate the value of my product over the price. I will be passing my knowledge on to my colleagues."*

- Tarkett Asia Pacific

*"It was great to learn things from the architects perspective. This course has been great in helping me focus on being consultative and having a personal approach with my clients - being a trusted advisor not a sales person!"*

- Dulux



## DATE & LOCATION:

11 November 2016

Royal Plaza Hotel – 193 Prince Edward Road West, Kowloon, Mongkok, Hong Kong

Registration: 8:30am

Event start: 9:00am    Event concludes: 5:00pm



## PRICING:

Member: \$3,800 HKD    Non Member: \$5,300 HKD

Each attendee will receive a copy of the **Specification Selling Best Practice Report**

### SPECIAL BCI MEMBERS GROUP DISCOUNTS

3 – 4 Attendees	\$3,100 HKD per person. <b>Save \$700 HKD per person</b>
5+ Attendees	\$2,500 HKD per person. <b>Save \$1300 HKD per person</b>

For groups of 10 or more people BCI Academy can offer in house training.

### NOTE:

Training will be presented in **English**

For more information please email [hk@bciasia.com](mailto:hk@bciasia.com).

