



# EFFECTIVE SPECIFICATION SELLING

*Becoming a Trusted Supplier*

research

BUSINESS

EFFECTIVE

SPECIFICATION

SELLING

# EFFECTIVE SPECIFICATION SELLING

*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 Malaysia 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:

*"I am glad that I participated in this training. I now have a better understanding of what is in the architects mind and how to communicate with them better."*

-W Atelier

*"This was an excellent seminar with the facilitator having a very clear and pleasant presentation. It was captivating with no chance to fall asleep; I now know the right way to be a professional specifier. I hope to do more seminars with BCI In the future."*

- Rockwool

*"The feedback from the market research done by BCI was invaluable in understanding what is important to architects in the Malaysian market."*

- Knauf

*"I will now be more focused and use a systemised approach and think about things from the architect's perspective. This type of training should be done frequently. Fantastic BCI."*

- NS Bluescope Lysaght

*"I took away skills and tips in being a better specifier that will result in further project specification."*

- Hunter Douglas

*"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:

18th October 2016

Le Meridien Kuala Lumpur – 2 Jalan Stesen Sentral, Kuala Lumpur Sentral, 50470 Kuala Lumpur

Registration: 8:30am

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



## PRICING:

Member: RM 1100 (incl. GST)

Non Member: RM 1500 (incl. GST)

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

### SPECIAL BCI MEMBERS GROUP DISCOUNTS

3 – 4 Attendees RM 990 (incl. GST) per person. **Save RM 110 per person**

5+ Attendees RM 890 (incl. GST) per person. **Save RM 210 per person**

10+ Attendees RM 790 (incl. GST) per person. **Save RM 310 per person**



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

# Malaysia: Registration Form

Please fill out all required parts of this form and clearly mark relevant boxes with an

## EVENT DETAILS

### EFFECTIVE SPECIFICATION SELLING

Kuala Lumpur 18th October 2016  
Le Meridien Kuala Lumpur  
2 Jalan Stesen Sentral, Kuala Lumpur Sentral, 50470 Kuala Lumpur

*Note: Registration 8:30am starts at 9:00am, Event concludes at 5:00pm.*

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### SPECIAL BCI MEMBER GROUP DISCOUNTS

3 - 4 Attendees RM 990 (incl. GST) per person  
**Save RM 110 per person!**  
5 - 9 Attendees RM 890 (incl. GST) per person  
**Save RM 210 per person!**  
10+ Attendees RM 790 (incl. GST) per person  
**Save RM 310 per person!**

## REGISTRATION

Company: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Address: \_\_\_\_\_

### Attendee's Details:

1. Name: \_\_\_\_\_ Email \_\_\_\_\_

2. Name: \_\_\_\_\_ Email \_\_\_\_\_

3. Name: \_\_\_\_\_ Email \_\_\_\_\_

4. Name: \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT DETAILS

I am paying by telegraphic transfer to: Public Bank Bhd, Jalan Raja Laut, Kuala Lumpur. Account Number: 3-0629884-03 and Account Name: BCI Asia Construction Information Sdn Bhd

I am sending a cheque payable to "BCI Asia Construction Information Sdn Bhd"

Please charge my credit card for the amount of: RM \_\_\_\_\_

Credit card :  VISA  MASTERCARD

Name on card: \_\_\_\_\_ Card no.: \_\_\_\_\_ Exp: \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_

## RETURN DETAILS

**Please fax form to (603) 7661 1381 or email to [malaysia@bciasia.com](mailto:malaysia@bciasia.com)**

Mail cheque to BCI Asia Construction Information Sdn Bhd. Unit 1106, Block B, Phileo Damansara II, Jalan 16/11, Section 16, 46350 Petaling Jaya, Selangor, Malaysia. For enquiries, please contact us [malaysia@bciasia.com](mailto:malaysia@bciasia.com) (BCI Academy is a division of BCI Media Group).

### TERMS AND CONDITIONS

**Registrations and Payment** Course fees are due within 30 days of course booking, if the booking is within 30 days of course commencement, full payment for the course must be received within 1 day prior to course commencement. Any registrations received within 5 days of the course commencement must be confirmed over the phone or in writing by a BCI staff member. Cancellations and transfers are subject to the terms and conditions outlined below. If payment of a course fee has not been received within the stated period, an enrolment may be cancelled. An enrolled participant will always be notified prior to this occurring. All bookings are deemed to have been placed by an appropriate approved representative of the company. Course bookings are made on a per seat basis. The participant names provided at the time of booking are for our own administrative use only. Clients may substitute participants at any time. Transfers will only be accepted in writing. **Transfers** must be received at least 24 hours prior to course commencement. **Cancellations** will only be accepted in writing. If a cancellation is received 10 or more working days before course commencement, a full transfer is available. If a cancellation is made less than 10 working days prior to the commencement of a course, no refund is applicable. However a transfer to another course is acceptable, but this transfer must be made arranged at least 24 hours prior to course commencement and must be confirmed in writing by a BCI staff member. If no notification is received and there is non attendance at the course, no refund will be made. **Non Attendance** If a delegate fails to attend a course, course fees will not be refunded or allocated to another program. If the nominated delegate is unable to attend a scheduled course or part of a course, substitute participants are always welcome to attend. **General** BCI Media Group Pty Ltd reserves the right to cancel, postpone or re-schedule courses due to low enrolments or unforeseen circumstances. Should this occur a full refund will be provided. BCI Media Group Pty Ltd reserves the right to change course fees, dates, content, speakers or method of presentation at its discretion. Where a refund is due to a participant a full refund will be issued by credit card or electronic payment within thirty days. **Privacy** BCI Media Group Pty Ltd does not sell or rent its member and client details to other organisations. The information collected on the enrolment form is for the purposes of processing your registration, creating and maintaining participant records, keeping you informed of upcoming events and products and assisting us in improving our service to you. Please contact us with any enquiries you may have in relation to this matter.