



EFFECTIVE SPECIFICATION SELLING

Becoming a Trusted Supplier

research

BUSINESS

SALE!

IDEA

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 Singapore 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 now going to be more specific in my approach in getting my products specified – preparation is key!"

- Akzo Nobel

"I will be changing the way I engage architects. Ashleigh is a great presenter and shared so much valuable information to us. Thank you."

- Caesarstone

"I have a better understanding from the architects point of view from this training especially when it comes to improving my meetings and follow ups. Kudos to the presenter."

- Getz Bros and Co Singapore

"I have gained knowledge and insights on how to effectively work with architects. It has revolutionized my business approach."

- Desisti Asia

"It was a very enjoyable program and interactive – it was great to understand what information architects need from us and how to be a problem solver."

- Archicom Singapore

"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:

7th October 2016

Carlton Hotel - 76 Bras Basah Rd Singapore, 189558

Registration: 8:30am

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



PRICING:

Member: \$660 SGD (incl. GST)

Non Member: \$860 SGD (incl. GST)

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

SPECIAL BCI MEMBERS GROUP DISCOUNTS

3 – 4 Attendees \$560 per person (incl. GST) **Save \$100 per person**

5+ Attendees \$460 per person (incl. GST) **Save \$200 per person**

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

For more information please email singapore@bciasia.com.

Singapore: Training Registration Form

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

EVENT DETAILS

EFFECTIVE SPECIFICATION SELLING TRAINING

Singapore 7th October 2016
Carlton Hotel: 76 Bras Basah Rd Singapore, 189558

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

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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: United Overseas Bank Limited, UOB Plaza 1, 80 Raffles Place,
Account Number: 101-305-887-9 and Account Name: BCI Asia Construction Information Pte Ltd.

I am sending a cheque payable to "BCI Asia Construction Information Pte Ltd"

Please charge my credit card for the amount of: SGD \$ _____

Credit card : VISA MASTERCARD

Name on card: _____ Card no.: _____ Exp: _____ CVC: _____

Signature: _____

RETURN DETAILS

Please fax form to (+65) 6538 6896 or email singapore@bciasia.com

Mail cheque to BCI Asia Construction Information Pte Ltd. 300 Beach Road, #34-01 The Concourse Singapore 199555. For enquiries, please contact us singapore@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.