



# EFFECTIVE SPECIFICATION SELLING

*Becoming a Trusted Supplier*



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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 the Philippines 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

**Understanding Design Specifiers** – We will help you understand and analyse the characteristics of specifiers and engaging them effectively.

- » The difference in approaching Gen Y to more senior design specifiers
- » Choosing interesting topics for presentations, educate and establish a thought leader position in your industry
- » What kind of conversations do they want when speaking with you
- » What is the process they follow when looking at new products
- » 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:

*"From this training I now have a great understanding of how and when to approach the key decision makers at the right time to get specified."*

- Holchim

*"I enjoyed this training with BCI and would recommend it to anyone in a specification role. I can't wait to attend another training, thank you BCI."*

- Esscor

*"The facilitator was great. I particularly enjoyed the insights from the survey, they were very helpful in understanding design specifiers and how I can help them on their projects."*

- Philtech Glass Industries

*"I now know how to maximise my meetings, create opportunities and the perfect timing for my follow up. It was an excellent day I learned a lot and feel more confident."*

- James Hardie

*"I took away that listening and asking questions are the key to excellent communication. I will be applying all of the relevant data from the training to make my presentations even better."*

- Parex Group

*"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:

9<sup>th</sup> February 2018

Marco Polo Ortigas Manila

Meralco Avenue and Sapphire Street, Ortigas Center, Pasig City, Metro Manila

Registration: 8:30am

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



## PRICING:

Member: PHP 13,900 net. (incl. GST) Non Member: PHP 16,900 net. (incl. GST)

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

### SPECIAL BCI MEMBERS GROUP DISCOUNTS

3 – 4 Attendees PHP 10,900 net. per person per person. **Save PHP 3,000 per person!**

5+ Attendees PHP 8,900 net. per person per person. **Save PHP 5,000 per person!**

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

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

# Philippines: Registration Form

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

## EVENT DETAILS

### EFFECTIVE SPECIFICATION SELLING

**Manila, 9<sup>th</sup> February 2018, Friday**  
 Marco Polo Ortigas Manila  
 Meralco Avenue and Sapphire Street, Ortigas Center, Pasig City, Metro Manila

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## REGISTRATION

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

Authorising Person in Charge: \_\_\_\_\_ Signature: \_\_\_\_\_

### Attendee's Details:

1. Name: \_\_\_\_\_ Email \_\_\_\_\_  
 2. Name: \_\_\_\_\_ Email \_\_\_\_\_  
 3. Name: \_\_\_\_\_ Email \_\_\_\_\_  
 4. Name: \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT DETAILS

I am paying by telegraphic transfer to: Bank of the Philippine Islands, Salcedo Village Branch G/F 88 Corporate Centre, Valero St. Salcedo Village, Makati City, Philippines, Account Number: 3771 0078 71 and Account Name: BCI Asia Philippines, Inc

I am sending a cheque payable to "BCI Asia Philippines, Inc"

Please charge my credit card for the amount of: Php \_\_\_\_\_ net.

Credit card :  VISA  MASTERCARD

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

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

## RETURN DETAILS

**Please fax form to +63 2 753 1338 or email [academy@bciasia.com](mailto:academy@bciasia.com)**

Mail cheque to BCI Asia Philippines, Inc. : 3/F 111 Paseo de Roxas Bldg.  
 111 Paseo de Roxas corner Legaspi St.  
 Legaspi Village, Makati City 1200

For enquiries, please contact us - [academy@bciasia.com](mailto:academy@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.