



CUSTOMISED CONSTRUCTION SALES TRAINING

HOW MUCH DO YOU KNOW ABOUT DESIGN SPECIFIERS?

SPECIFICATION – THE SALES CHALLENGE IN CONSTRUCTION

Being a top-performing construction sales professional is not an easy task these days. Having to deal with multiple decision makers all demanding different information, having different perspectives and dragging the decision-making process are just some of the tricky situations they will have to deal with.

CUSTOM ESS HELPS YOU KNOW WHAT MATTERS

BCI Academy's Effective Specification Selling (ESS) workshop is the result of a yearlong research effort in surveying design specifiers like architects, engineers and designers on their preferences and expectation of a sales person during their research for construction materials, evaluation criteria after the sales meeting and during the follow up process.

Leveraging on all the first-hand knowledge and data from specifiers, your team will immediately understand and be able to apply best practices and behaviours to better convert their sales meetings into orders. With hands on practices using real world project examples, every member gets to simulate and practice their new skills so that they do not have to practice on a real business meeting, wasting a potentially lucrative opportunity.

PROGRAM BENEFITS AND OUTCOMES:

- Know exactly what specifiers want in their meetings with you
- Attract and engage them with captivating presentation topics
- Effectively handle price objection – find out what they value over price
- Skilfully use a right mix of questions and active listening to promote product
- How to productively follow up and ensure that you get the sale at the end of the day
- A proven methodology to consistently plan for a successful outcome in sales meetings
- Differentiate your team against competition, focusing on the one thing is the most important to specifiers

WHO SHOULD SIGN UP:

- At least 4 team members
- Target design specifiers
- Best suited for sales, account management, business development, sales support, engineering, senior leadership and customer service

WORKSHOP LENGTH:

- 1-day workshop

TRAINING DELIVERY:

- BCI Academy Facilitator-Led training either in your office or an external training facility

PARTICIPANT MATERIALS

- Participant Training Workbook
- Supporting worksheets
- Full survey results report
- Program certification



The seminar was packed with specific industry insights and real life case studies and role plays. It was a great day of learning for me and my team, well done BCI!" - **Boral Plasterboard**

The training is great for anyone, whether you are new to the role or have been working in the industry for years. It gives you insights into how architects work that is so valuable to any specification representative." - **Hilti**

"I loved the depth of breaking down the sales process to a level I haven't seen in 26 years in the industry." – **Polyflor**

"The teamwork, attitude and passion the BCI staff showed was infectious and inspiring." – **Daikin**



ABOUT BCI ACADEMY

Looking to win new clients or want to build more profitable relationships?

BCI Academy creates and delivers customised in-house trainings specifically targeted towards your business and learning objectives. Improve your sales skills with one of our sales training programs, which are specifically geared towards helping you reach your target audience of Architects, Interior Designers and Design Specifiers in South East Asia, Australia and New Zealand.

To learn more, visit our website at <http://www.bciasia.com/services/bci-academy/> or email academy@bciasia.com

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