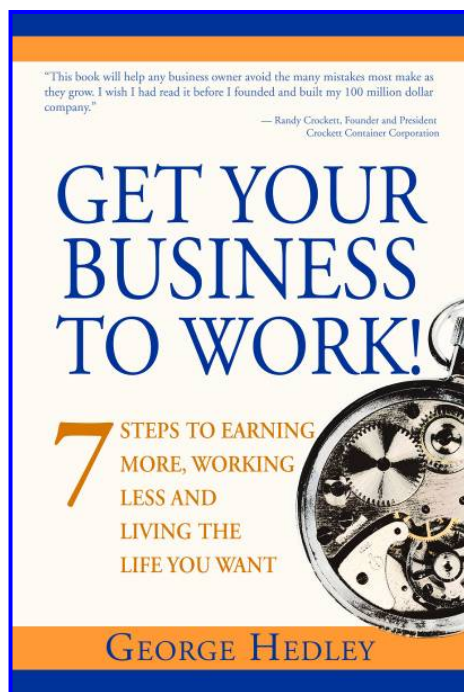


Steps To Win More Customers & Contracts!



Steps To Win More Customers & Contracts!



To Get Your Copy Of George's New Book Visit
www.GetYourBusinessToWork.com



Presented By:

George Hedley CSP **The Business Builder**

George Hedley founded & built his commercial construction company from **\$0 to \$50 million dollars in only 7 years!** As recognition, George was named **"Entrepreneur of the Year"** by Venture magazine.

Mr. Hedley's expertise is based on his experience owning, leading and managing a profitable business. He has served as President of 3 industry trade associations and is the author of "The Business Success Blueprint" series; "On-Purpose...On-Target!"; "Everything Contractors Know About Making A Profit" and the bestseller **"Get Your Business To Work!"**

George owns **HARDHAT Presentations** and presents speeches & workshops to companies and associations and is available to **speak** at your company. His programs include topics on: *Building Sales, Profits, Leadership, and Getting Your Business To Work!*

George's **Hardhat BIZCOACH** program will help your company grow via ongoing phone or in-person business coaching, **Executive Roundtable Peer Groups, Profit-Builder Circle Academies**, facilitating your **Strategic Planning** session, or serving on your **Board of Directors**.

George's business is built on **referrals** from people like you. To receive more information, give a referral, learn how he can help your company grow and profit, or sign up for his free monthly management e-newsletter, PLEASE email him or give him your business card.

To Receive Your **FREE** Copy Of George's E-Book entitled:

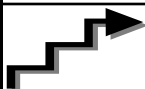
Sure Strategies To Survive A Slowdown!

E-Mail gh@hardhatpresentations.com



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Steps To Win More Customers & Contracts!

It's Dog Eat Dog!

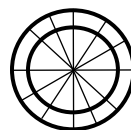
- Face Reality! - "It Is What It Is!"

What's Your Customer & Contracts Goal?

-
-
-

Successful Business-Builders

- Know What They **WANT**
- Have A Written **PLAN**
- Always Track & Make **PROGRESS** Towards What They Want



Work Different!



Change Your Estimating & Bidding Strategy Or Die!

What's Your Winning Strategy?

-
-

ESTIMATOR Roles & Responsibilities?

- _____ = Numbers
- _____ = \$ales

Accuracy! – Know Your Numbers:

- Crew Rates
- Equipment Rates
- Productivity Rates
- Job Cost & Cost History
- General Conditions
- Job Overhead Mark-Up
- Job Profit Mark-Up
- Bid-Hit Ratio
- Sub-Bid Coverage
- Annual Overhead & Profit Goals

SUB-BID Coverage

(# Sub/Supplier Bids Per Trade)

	#	Total	Ave # Bids	
Job	Trades	# Bids	Per Trade	Result
A	28	70	2.5	5th
B	25	80	3.2	3rd
C	21	61	2.9	4th
D	32	134	4.2	1st

BID-HIT RATIO

By Customer

Customers	# Bids	# Hits	Bid/Hit
Cust 1	12	4	3 : 1
Cust 2	15	5	3 : 1
Cust 3	8	1	8 : 1
Cust 4	21	3	7 : 1
Others	69	12	6 : 1
Total	125	25	5 : 1

Construction Is A _____ Business!

- How Can You Improve Your Bid-Hit Ratio?



- What's Your Strategy To Win More Jobs?

BID-HIT RATIO Total # Jobs Bid To # Hit

Bid Date	Job Bidding	Bid \$\$\$\$\$	% Markup	# Competitors	Sub Bid Coverage	# Hit Results
4/2	A	30,000	40%	6	2.5	5th
4/7	B	20,000	45%	3	3.2	3rd
4/12	C	40,000	35%	4	2.9	4th
4/22	D	50,000	35%	5	4.2	1st
4/27	E	10,000	50%	4	3.8	2nd

APRIL \$ 200,000 / 5 = \$40,000 Ave.

5 : 1



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Step 1: Give Customers Better Reasons To Award Your Company Contracts!

Convince Customers To Award Your Company Contracts!

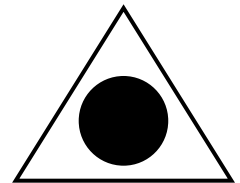


What Do You Do To Get Customers To Call You?

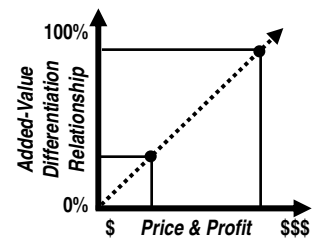
Why Your Company?

Differentiate Your Company From The Competition!

- Low Price Vs. Value-Added Provider?



What's Your Customer Focus?



Why Should Customers Award Your Company Contracts?



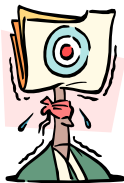
Prove Your Company Is The Right Choice!

- Give Customers An **Irresistible Incredible Reason!**

Who Will Give Your Company More Jobs At Your Price?

Do We Think & Act Like Low-Bid Contractors?

Deliver What Customers Need & Want!



- **HELP** Your Customers:

Seek New Business Opportunities!

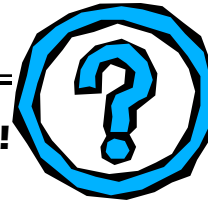
Generate Multiple Customer Services = Multiple Streams Of Income!

- Competitive Contracts
- Continuous Service Accounts
- Investment Wealth Income



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Step 2: Bid The Right Jobs To Improve Your Chances!

- How do you **Determine** which jobs to bid or propose on?
- Use a 'Bid-Grid-Sieve'
- Have a 'Job Target Strategy' to get on the right bid lists
- Check the 'Project Risk Factors'
- Complete The 'Site Conditions Checklist'
- Should We Bid?

Bid Grid Sieve

- Project Type
- Customer
- Job Location
- Project Size
- Profit Target
- Contract Type
- Competition



Job Target Strategy



1. Negotiate Project
2. Be Only Bidder
3. Get Last Look
4. Loyal Cust. Potential
5. Repeat Cust. Potential
6. Bid Odds
7. Only ____ Q. R. Bidders

Rigid Rules To Select The Right Jobs To Bid



1. Never Invest \$\$\$ If **NO HOPE** For ROI
2. Pick Jobs You **WANT** & Work Hard
3. Never Bid Jobs You **WON'T GET** - *No Matter How LOW You Bid*
4. Never Bid Jobs You **CAN'T GET**
5. Never Bid Jobs You **DON'T WANT**
6. Never Bid Jobs **WITHOUT MEETING...** (If Possible)

Ask Customer:

- Will They Negotiate?
- # of Other Bidders?
- Who Else Proposing / Bidding?
- Who Used Last 3 - 5 Jobs?
- Funds Available?
- Payment History?
- Payment Procedure This Job?
- Chances Project Will Be Built?
- How Will Bids Be Opened?
- Who Opens & Reviews Bids?
- Who Makes Final Selection / Award?
- Selection Criteria?
- Most Important Factor In Selection?
- If All Else Equal - **Chances We Have To Be Awarded Job?**



7. CLOSE EARLY & OFTEN ! - Ask for The Order!

Project Risk Factors 1 - 10

1. Construction Issues
2. Customer Issues
3. Schedule Issues
4. Contract Issues
5. Financial Issues
6. Labor Issues
7. Material Issues
8. Equipment Issues
9. Sub / Supplier Issues
10. Location

Site Conditions Checklist

- ☐ Access
- ☐ Parking
- ☐ Mobilization
- ☐ Staging Area
- ☐ Power Availability & Source
- ☐ Phone Availability & Source
- ☐ Water Availability & Source
- ☐ Project Office Location
- ☐ Storage Yard Access
- ☐ Soil
- ☐ Demolition
- ☐ Clearing
- ☐ Neighboring Property
- ☐ Protection Required
- ☐ Hazards



Should We Bid?



1. Job Within 'Bid-Grid-Sieve'
2. Job Within 'Job Target Strategy'
3. Project Risk Factor is OK
4. The Bid or Proposal Is Worth The Effort
 - # Bidders & Competition
 - Bid Award System
 - Sub / Supplier Bid Coverage Potential
 - A & E, Plans & Specs
 - Change Order Potential
 - Profit Potential
 - Hassle Factor
 - Our Workload & Estimating Schedule
 - Our Chance To Be Awarded The Job



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Step 3: Estimating & Bidding Strategies That Win!

What's The Goal Of Your Bid Or Proposal?

- Get _____ Ink!



What's The Best Way To Get Wet Ink?

- Get On The _____ Bid Lists!
- Get _____ To _____! - Face To Face!



The Main Purpose For Your Bid Or Proposal:

- **Get A Meeting!** - Get In Front Of Your Customer / Decision Maker

Why Face To Face?

- Negotiate!
- Get a 2nd Chance To Be Low Bidder!
- Get Last Look!



What's The Best Way To Get In Front Of Your Customer?

- Be The '**Select**' Bidder
- **Loyal** Customer Relationship
- Give Them A Compelling **Reason** To Meet
- **Be Low Bid!**



Ink-'Em Tactics

1. Tell 'Em Why & What You'll Do For Them!
2. Follow-Up Bids **Aggressively & In-Person!**
3. **Never** Ask: "How Do I Look?"
4. "Your Price Is **NOT** Too High!"
5. "Bug 'Em 'Til They Buy Or **Die!**"
6. Always **ASK** For The Order!
7. **Close Early & Often!**

How To Be Low Bid

- Use Your Bid As **BAIT** To Get A Meeting
- **"If In Doubt, Leave It Out!"** - Bid Plans & Specs
 - If the Plans Don't Call For It:
 - DON'T Include It, Exclude It Or Qualify It
 - No Long List Of Inclusions & Exclusions
- Only Bid What You Have Been **Asked** To Bid!
 - No More / No Less
 - Bid Less Cost Alternates or Substitutions With Base Bid
 - No Detailed Cost Breakdowns



Remember - Your Goal Is To Get A Meeting & Last Look!

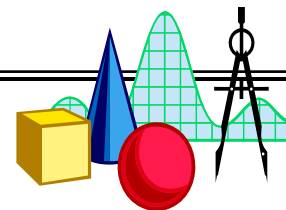
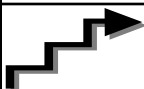
- Don't Give Up!

- Bug 'Em 'Til They Buy Or Die!



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Step 4: Professionally Present Your Company Capabilities!

Get Your Proposal Or Bid Noticed!

Present A Professional Proposal!

- Give Customers A **Reason** to Award You A Contract
- **More** Than \$\$\$\$\$\$
- **Not** Just What You've Done Or Have
- Give Them **HUGE** Reasons
- **Tell Them What You'll DO For Them!**

Offer More Or Be Low!

- Provide Total Solutions
- Offer New Approaches
- Give Customers More



Pre-Construction Services

• Site Analysis & Feasibility

- Feasibility & Market Studies
- Site Review & Site Selection
- Due-Diligence: Soils / Title / Surveys / Environmental
- Financing Coordination & Banking Relationships
- Loan Application & Processing
- Equity Sources & Relationships

• Preparation & Review Of Plans & Specifications



- Selection & Coordination of Design Team
- Design Specifications – Review & Coordinate
- Engineering - Criteria & Review
- Interior Space Planning - Criteria & Review
- Coordination of All Plans & Specifications
- Constructability & Project Analysis
- Selection of Materials, Quality & Finishes
- Specifications Review
- Short Term & Long Term Use
- Energy Efficiency Analysis
- Overall Coordination

• Budget



- Updates
- Conceptual Estimating
- Project Pro-forma
- Value Engineering & Alternates
- Subcontractor & Supplier Input
- Scope of Work Preparation
- Bidding

• Schedule



- Master Project Schedule - Pre-Construction
- Design & Engineering
- Approvals & Long Lead Items

• Project Approvals

- Procurement of All Required Permits
- All Required City or County Approvals
- All Utility Company Approvals
- Fire Department Approvals



Total Project Management

- Overall Responsibility For Project
- Total Coordination of Development Process

Coordinate:

- Architects
- Engineers
 - Structural
 - Mechanical
 - Electrical
 - Fire Sprinkler
 - Landscape
 - Soils
 - Civil, Traffic & Hydrology
 - Water Quality
 - Environmental
 - Acoustic
 - Energy & LEED
- Utility Companies
- Fire Department
- Building Department
- Planning Approvals
- All Testing & Certifications
- Bank & Progress Payment Coordination
- Shop Drawings & Submittals
- Insurance Requirements
- Bonding Requirements
- Pre-Job Start-Up & Weekly Field Job Meetings
- Project Management Meetings

• Construction

- Conformance With Specifications
- Quality Control
- Maintain & Update Construction Schedule
- Project Safety &
- Protection Of Adjacent Property
- Final Approvals
- Punch-list & Walk-Thru's
- Move-In & Occupancy
- Occupant Relocation, Furniture & Fixturation

• Open Book Construction

- Final Accounting

• Conformance With Project Goals & Objectives

Extra Value

Extra Services



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Step 4: Professionally Present Your Company Capabilities! - continued

Upgrade Your Professional Proposal!

Present A Professional Proposal Package – What You'll DO!

Cover

Title Page

Project Overview

- Project Description
- Project Goals & Objectives
- Competitive Advantages & Benefits



Project Qualifications

- Proposed Project Team
- Team Experience On Similar Projects
- Team Performance Record
- Schedule / Quality / Cost / Safety
- Current Capacity To Manage Project
- Project References

Project Construction Presentation

- Specific Project Goals & Objectives
- Summary Of Project Implementation Plan
- Project Description
- Preliminary Design
- Preliminary Specifications
- Performance Specifications
- Scope Of Work
- Design & Engineering
- Design & Engineering Team
- Team Responsibilities
- Project Schedule
- Project Budget Or Cost
- Fee & Mark-Up Proposed
- Contract Terms
- Pre-Construction Agreement

Company Profile

- Company Experience
- Financial Strength & Bonding Capacity
- Company Resources & Management
- Expertise & Specialties
- Client List & References
- Corporate Team
- Resumes With Action Photos
- Projects With People Photos
- Testimonials
- More Action Photos



Closing Letter - Ask For The Order!

Rules to Win!

Customize Each Presentation

Create Perception Of Expertise

Create Perception Of Value

Break The Rules!

Make Your Image An Asset

Be Different!

Sweet Sixteen Proposal Tips!

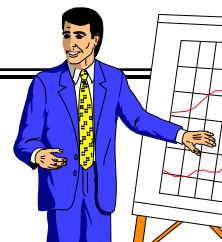
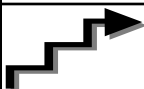


- Use **VISUALS**
- Use Charts
- Use Graphs
- Use Diagrams
- Use Photos
- Use PowerPoint & Videos
- Be **VISUAL**
- Be Different
- Exude Quality & Professionalism
- Use Color
- Leave Something Behind
- Give Field Trips & Personal Tours
- Create An Offer
- Offer To Do More
- Give A Guarantee!
- Use **VISUALS**



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Step 4: Professionally Present Your Company Capabilities! - continued

How To Win At The Project Interview

1. Use Project "Team" Approach
2. Research Customer
3. Create & Use Prepared Agenda
4. Gather Maximum Information About Project

5. Be Ready to Defend Yourself:

- Safety
- Late schedules
- Reputation
- Slow pay record
- Lien record
- Unhappy customers
- Over budget projects
- Financial problems



6. Use Visuals:

- Stand Up When Presenting
- Schedules
- Site Plans
- Project Team
- Photos
- Slide Shows
- Name Tents
- Maps
- Flow Charts



7. Rehearse Presentation With Team



17 Steps To A Perfect Presentation

1. Set-Up Room To Win
2. Introductions
3. Let Client Present Project Issues
4. Present Your Company
5. Project Team Presentation
6. Project Presentation
7. Project Budget Or Pricing
8. Contract Terms
9. Why Your Company
10. What Extra You'll Do
11. Offer A Guarantee
12. Summary of Project Goals
13. Ask For Order!!!
14. Set-Up Project Tours & Field Trips
15. Thanks
16. Leave Something Behind
17. Bug 'Em 'Til They Buy Or _____!

Website



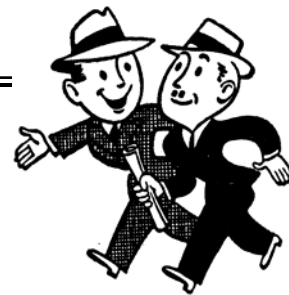
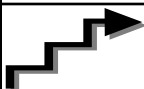
Goals

- Get Customers To Find You
- Get Customers To Call
- Brochure
- Resource Center



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Step 5: Sales & Marketing Strategies That Work!

What's Your Marketing & Sales:

- Goal?
- System?
- Loyal Customer Strategy?

Why Your Company?

- Why Should Customers Award Your Company A Contract?

What Business Are You In? _____ & _____

Why Marketing & Sales?

- Jobs / Projects / Accounts
- Customers / Clients
- Profits
- Control The Future



Marketing & Sales Tools:

- Price (Best Value)
- Differentiation
 - *Product Or Service*
 - *Expertise*
 - *Niche*
- Relationship

What's Your Focus?



- Money Saver Or Money Maker
- Customer Focused
- You Are What You DO
- Customer Motto

What Do Your Customers EXPECT?

- Offer More Than LOW Price
- Create Differentiators
- Make Customers Aware



DIFFERENTIATORS

DELIGHTERS

EXPECTED



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My Compan,

Customer Marketing & Sales Plan

Business Focus

1. How We DO Business

- Bid / Lump Sum
- Negotiated / T & M / Cost Plus
- Wholesale / Retail
- Supplier / Distributor

2. Where We Do Business

- Location
- Service Areas

3. Size of Projects We Do

- Minimum / Maximum SIZE
- Minimum / Maximum PROFIT

4. Standards

- Quality
- Service
- Value
- Ethics
- Employees

5. Pricing Strategy

- Low Price Provider
- Medium Price Provider
- High Price Provider

What We Do For Our Customer

6. Type of Customers

7. Market Leadership

- Best Price
- Best Quality
- Best Customer Service

8. Competitive Advantages

- Why Our Company
- The Awesome Factor
- Benefits

9. Business Specialties

- Niche
- Expertise
- Project Types

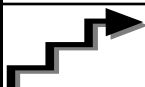
10. Target Markets

- Current Customers
- New VS. Repeat Customers
- New Targets



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You're In The Business = Trusted Relationships!

People Buy: 1. Perception Of Value

2. Differentiation

- **Trusted Relationships!**

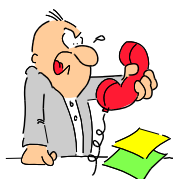
- Relationships Are Built " _____ " To " _____ "

No Trust = No Sales!

How To Build Trust? - Familiarity

- Awareness

- **FREQUENCY** - 4 Times / Year!



Phone Calls  **Count!**

- Relationships Are **Built 'F2F'** In Relationship Building Settings!

What Would Motivate Customers To Buy From You?

- Low Price!

- Relationship Or _____

Best Way To Get Referrals?

- _____ Them

- _____ !!!



Sales People Are NOT Professional Visitors!

- Get To the Decision Maker

- Never Ask: "**How Do I Look?**"

My Schmooze Action Plan

Customer Action

My Referral Action Plan

Customer Action

Build Customer Relationships!

- **Score 24**

- 4 F2F / Year

- **Fortune 500**

- 4 Contacts / Year

- **New Targets**

- 1 / Week + Chicken List

- **Constant Customer Contact = Trust!**

- Client Ranking - \$\$\$ & ROE

- Client Info - 'The Great 8!'

- Contact Date & Type



Constant Customer Contact System

Score 24

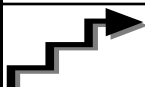
Fortune 500

Customer Targets	\$\$\$	ROE	F2F & Contact Frequency			
Loyal						
Relationships						
Repeat						
New Targets						
Referring Parties						



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1. Create Perception Of Value
2. Pique Customer's Interest
3. Reinforce Relationships



Marketing & \$ales Action Plan

1. Build Customer Relationship Marketing



- Business Development – 2 Activities / Day!

- SCORE 24 - F2F Contacts

2 / Week = 4 Times / Year / Loyal Customer

- Marketing Sales Call

1 / Day

- Contact New Customer Target

1 / Week

- Handwritten Note Or Card

1 / Day

- Constant Customer Contact - Develop & Build Loyal Customers

'Score 24' - Loyal

- Relationship Building Settings ____ / Mo

Customer Goals:

- New ____%

- Relationships

- Meals ____ / Mo.

- Loyal ____%

- Repeat

- Events ____ / Mo.

- Repeat ____%

'Fortune 500'

- New Targets

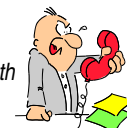
- Attack 4 / Month



- Referring Parties

2. Referral Program – Ask For 1 / Week

Referral Goals: ____ / Month



3. Frequent Customer Contact Marketing - 'Fortune 500' - 4 Times / Year



- Create Perception Of Value

- Create Expertise Brochures, Flyers & Photos

- Speaking, Give Educational Seminars, Panels, Moderator

- Pique Customer's Interest

- Send Postcards, Holiday Greetings & Fun Stuff

- Reinforce Customer Relationships & Show You Care

- ONE A DAY!

- Send Thank-You's, Personal Notes & Photos

- Send Articles, Re-Prints, Books, Magazines & CDs

- Send Tips, Guides, Reports & Product Information

- Take Customer To Sporting Events, Meals, Golfing & Trips

- E-Mail Newsletter



4. Active In Industry, Associations & Community



- Trade Show Booths

- Get Involved In Leadership, Board of Directors & Committees

- Host & Sponsor Events & Golf Tournaments

- Community & Charity Events, Auction Items

5. Website



- Marketing Brochure

- Lead Generator

- Information & Resource Center

- Store

6. Image

- Job Signs, Trucks, Equipment & Trailers

- Uniforms, T-Shirts, Hats & Hard Hats



Promotional Items - Don't Give No Junk!

- Golf Shirts, Tees, Markers & Balls

- Advertising Specialties & Give-Aways

7. News Media - Announce Everything!



- Press Releases, Announcements & Listings

- Write Articles, Reports & Surveys

8. Advertising

- Door Hangers, Flyers & Leave-Behinds

- Magazines, Newspaper & Trade Journals

- TV, Cable, Radio & Outdoor



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