Business Development Day

With Doug Jones

Our presenter, Doug Jones is a much sought-after speaker for numerous construction associations. Doug uses his expertise to provide development insights to companies, helping them set records for growth, profit, employee morale, and customer satisfaction. Doug has authored several publications, including "Selling it Right,", and "High Performance Team Building."

In this class, you will study the business development concepts necessary in order to succeed - concepts in leadership, strategy, sales and service.

WHO SHOULD PARTICIPATE?

This session is designed for individuals with client contact:

- Company owners
- Executives and senior management
- Business development staff
- Project managers
- Superintendents

TOPICS COVERED:

Overview of Effective Business Development Practices
Learn how to clarify your "value chain," that set of market relationships essential to your success.

Refining the BD Process and Skills
Learn the skills that will enable your customer-facing team to win more negotiated work through targeted initiatives.

Building BD Relationships with New and Existing Clients
Relationships are vital to getting and keeping customers, as well as hiring and retaining employees. Beat your competition by knowing and developing 5 key dimensions of each relationship.

Delivering BD Value and Service to Your Customers
Maintain an inseparable bond between you and every customer by employing the "diamond," rather than the "hour-glass" approach.

Leveraging Leadership in Your BD Approach
Lead your team by knowing where you're at, where you want to go and how you're going to get there. Implement the key elements of BD Leadership including: reality, strategy, and control.

CLASS INFO:

DATE:
May 25th - 7:30 am to 2:15 pm

LOCATION:
MN ABC Office - 10193 Crosstown Circle - Eden Prairie 55344

COST:
ABC member rate: $200 (early bird special $180 before May 4)
Non member rate $225.

REGISTRATION DEADLINE: May 9th.

REGISTRATION

REGISTRATION IS REQUIRED FOR ABC/CEF EVENTS

To ensure a reservation at an event or program, fill out the registration form and indicate which event you'll be attending. If you run out of space on this form, please make additional copies for the remaining participants.

Be sure to indicate if you will be paying by check or credit card. (Reservations are not considered complete without payment in full.) Make checks payable to: **the CEF of Minnesota.**

Payment must be received prior to the start of class. Class may be canceled due to lack of registrations. All cancellations must be made in writing One week prior to start date and are subject to a processing fee. No refunds will be given if cancellations are made after the deadline.

Most events and programs have space limitations and reservations are taken on a first-come, first serve basis. It is important to reserve early for an event or program that you wish to attend.

HOW TO REGISTER:

Mail your registration to:
CEF OF MINNESOTA
10193 CROSSTOWN CIRCLE
EDEN PRAIRIE, MN 55344

Fax your registration to:
952-941-8698

For more information, or to plan a class, call Jim Kuhn at ABC :
952-941-8693

or check us out online at:
www.mnabc.com

COMPANY NAME:

ADDRESS:

CITY STATE ZIP

PHONE: FAX:

EMAIL:

PARTICIPANT NAME	COST

PLEASE MAKE ADDITIONAL COPIES OF THIS FORM IF NEEDED.

PAYMENT INFORMATION: **TOTAL AMOUNT DUE:** $

☐ VISA/MASTERCARD NUMBER EXPIRATION DATE

BILLING ZIP CODE 3 DIGIT SECURITY CODE

☐ CHECK *(MADE PAYABLE TO CEF OF MINNESOTA)*

OFFICE USE ONLY

ENTERED	CONFIRMATION	PAID	METHOD	CHECK NUMBER	BY