



Minnesota Chapter/
North Dakota Council



Business Development for Construction

DATE(S)

February 16th
9:30am-3:00pm (Lunch Included)

LOCATION

River City Extreme
3875 School Blvd
Monticello, MN 55362

COST

ABC Member
\$99/individual

NON Member
\$149/individual

Please call for group pricing-

A Comprehensive course that covers the customer lifecycle from first contact to “Customer for Life.”

Are you tired of the low bid treadmill? Do you think your experience, services and expertise are worth more than “the lowest number”?

They are, but you will never convince your clients if you don't Sell Value! Don't just take what you are given and settle for low margins...take charge of your profits. In this seminar, Instructor Henry “Dutch” Hempel will teach you the basics of communicating your worth to potential clients and closing the sale.

Henry “Dutch” Hempel is an independent sales & marketing consultant, sought after speaker and educator who has more than 25 years experience in the real estate, hospitality and construction industries. His business background includes ownership and management as well as government contracting.

His sales experience encompasses client / market segment identification, initial client contact and contract negotiations specific to Negotiated General Contracting, Design/Build and Construction Management project delivery contracts.

**“Great seminar! I'm thankful none of my competitors were here!”
- Past ABC attendee**

“Real life examples from someone who has been there and sees the big picture. Excellent.” - Past ABC attendee



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Business Development for Construction Registration Form

February 4th and 5th

3875 School Blvd
Monticello, MN 55362

Company Name

Address

City

State

Zip

Phone

Fax

Email

Participant Name(s)

Cost

Participant Name(s)	Cost

Total Amount Due \$

VISA

MasterCard

Check (Made payable to CEF Minnesota)

Card Number

Expiration Date

Billing Zip Code

3 Digit Security Code

Email:

Jim Kuhn at jkuhn@mnabc.com

Mail:

10193 Crosstown Cir
Eden Prairie, MN 55344

Fax:

952-941-8698

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 registration. 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 first come, first serve basis. It is important to reserve early for an event or program that you wish to attend.

Office Use Only

Entered

Confirmation

Paid

Method

Cw Number

By