

Effective Specification Selling

“I found the course informative and the guidelines were very helpful”



Benefits

- Understand the impact of market influences
- Recognise the different contracts used and their impact on decision making
- Appreciate how the residential sector is evolving and its future industry wide impact
- Know how different decision makers influence specification
- Effectively use the different sales tools available
- Develop strategies to manage the process

Course Leader: Chris Ashworth

With 30 years sales and marketing experience gained in the construction industry Chris is one of the industry's leading authorities on Specification Selling, regularly speaking at seminars and writing for journals. His market research activities mean that he is fully informed about latest industry trends. Chris is an Associate Lecturer in Marketing at Oxford Brookes University and a member of the CIMCIG organising committee.

It is important that the building products manufacturer develops relationships with the specifier leading to control of the supply chain, creating demand and reducing dependence on price as a means of securing business. By maintaining regular contact with the individuals who select products, even if they do not make the purchase, the company can have a good understanding of trends, why products are used and opportunities for product development.

The specifier can be Client, Architect or Engineer. He may be employed by a Contractor or be an indirect influencer such as a Quantity Surveyor, Planning or Building Control Officer. None of these people can make the decision to purchase, but all of them have the power of veto. It is thus important to fully understand the decision making chain and to ensure that at every stage of what could be a 2 year process specifiers intend to use your products.

The specification sales team is an expensive resource and this programme ensures members can operate effectively understanding the pressures and influences that operate and using these to build relationships and effectively use sales tools to close a sale.

Who should attend?

A basic understanding of selling skills is required. Designed for salesman new to specification selling, those working internally in a technical advisory or lead qualification role and as a refresher for the experienced specification salesman. It is also suitable for those working in the marketing function who wish to identify areas where support is required for the sales team.

Course Programme

Market Dynamics

- Market Structure
- Future Developments
- Changing Specifier Influence

Types of Contract

- Traditional
- Design & Build
- Management
- PFI
- Prime
- Documentation

The Housing Developer

- Influencers
- Changing Procurement

The Specification Process

- The Specification
- Customer & Market Dynamics
- Decision Makers

Working with Specifiers

- Building Relationships
- Using Features & Benefits
- Sales Tools

The Contractor and Distributor

- Price v Value
- Using the Relationship
- Monitoring Specifications
- Switching Specifications

Managing the Process

- Customer Strategies
- Risks and Priorities
- Knowing the Relationship
- CRM Systems
- Project Management

6 Hours CPD

Open courses are organised in collaboration with The Building Centre and held at their conference facilities in London. Each delegate receives a CD containing all of the presentation slides and supporting reference documents.

The day begins with coffee and registration at 9.00am, the programme starts at 9.30am and concludes at 4.00pm.

Venue

Courses are held at The Building Centre, 26 Store Street, off Tottenham Court Road, WC1E 7BT. Nearest Underground stations are Tottenham Court Road and Goodge Street.



Course Dates

15th March 2011, 27th September 2011

Cost per delegate: £295.00 + VAT

Name: _____ Position: _____

Company: _____

Address: _____

Telephone: _____ Postcode: _____
 Fax: _____

Email: _____

Special Requirements: _____

Course Title: **Effective Specification Selling**

Course Date: _____

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Once training places are booked it is not possible to refund a fee as a result of non-attendance.

We reserves the right to cancel a training course. In the event of this every effort will be made to run the course on an alternative date / location. Should it not be possible for a delegate to attend with these revised arrangements a full refund of the course fee will be made.