

Strengthen Your Sales and Customer Service Skills

National Pavement Expo

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Overview

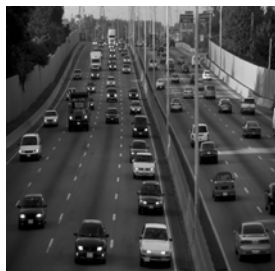
- Welcome and Overview
- Introduction and Background
- Best Practices of Customer Service
- Enhance sales force
- Top 10 Mistakes
- Top 10 Value Added Items

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I've had sales and service training before. What makes this training any different?

- Contracts like any highway, have two sides.
- Customer's Perspective
- Service Provider's Perspective
- Combine the two



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My Background

- **Public Work**
 - Arizona and Idaho
 - Wrote bid specs and RFP's
 - Review and Award Projects
 - Project Manager
 - Director of Department
 - Cross-functional assignments
- **Private Work**
 - Entrepreneur and contractor
 - Director Sales and Marketing, FSI Inc.
 - EPS LLC

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Customer Service Best Practices

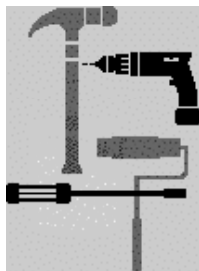


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Home Depot Example

- “Ask Me...I work in Every Department”
- Make Customer Service the job of each employee



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GLASBERGEN


"Thank you for calling Customer Service.
If you're calm and rational, press 1.
If you're a whiner, press 2.
If you're a hot head, press 3...."



The best customer service we can provide is to avoid and prevent problems from arising




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Pre-Bid Conference

- Iron out potential problems
 - Potential Problems
 - Weekend or Evening Work
 - Who barricades
 - Location of staging
- Contract v/s Desire



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Document, Document, Document

- Who told you?
- E-mail
- Authorized Contact Person, and Decision Maker



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Quality Work



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Warranty

- Opportunity to distinguish
- Extended Warranty (Purchase Option)
- Maintenance Agreement



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Enhance Your Sales Force

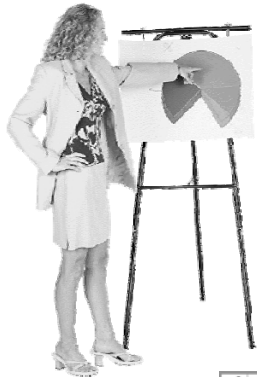


Where
Technology, Marketing,
and Personality
Merge



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Marketing



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Advertising vs. Marketing

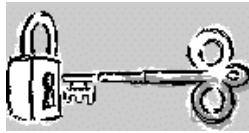
- Advertising is simply paying for the opportunity to capture people's attention for a period of time.
- Marketing is the message and activities that will generate additional sales.

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The Key to Marketing

- Distinguish yourself
- Promote a professional image
- Go the extra mile



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Web-site

- Shift from product to information
- Not Costly, less than \$20/mo
- Can be done with user-friendly programs such as Microsoft® Publisher or Front Page
- Others such as Dreamweaver, Adobe, Composer



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Newsletter

- Pareto's Rule
- Highlight recent quality work
- Staff Member dossier
 - Putting a face to the voice on the phone
 - Better sales success
- Information of value to the reader



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Align your marketing efforts!

- Integrate all company materials to a marketing effort
- Brochures
- Business Cards, not just contact info
- Letterhead, Envelopes



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Other Efforts

- Expo
- Product Videos
- Articles
- Local Experts
- Chamber, Business Owners Meetings

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Pareto's Law

- Also called 80/20 rule
- 80% of your business comes from 20% of your customers.
- Focus efforts on the 20% of customers, it is easier and more profitable to maintain a relationship than to find all new business.

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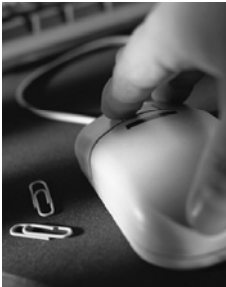
Newsletter

- Develops a professional image
- Breaks down communication barriers
- Can provide a benefit to the customer
- Information supports additional business
- Showcase your recent quality work
- Anything to make your firm stand out!

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Technology



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CRM

- Customer Relationship Management
- Use Database to track jobs and sales efforts
- Continuity with employee turnover
- Microsoft® Access



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Web-site

- Customer Survey
- Customer Inquiry
- Communication, Larger Storage capacities
- FSI
- Subway



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Personality




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It's not my job.

Develop a Company Culture

Where each employee is responsible
for sales and service

 EPS

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I'M SORRY THAT I WAS
SO RUDE, SAM. I THOUGHT YOU
WERE A CUSTOMER!





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**When Speaking with the
Customer**

- Customer is King
- How you say it will be more powerful than what you said.
- Actions speak louder than words.



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Top Ten Methodology

- Survey to Buyers, Project Managers, Facilities Administrators, Property Management/Developers, General Contractors, Subcontractors
- Personal Experience

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Top 10 Mistakes Bidders Make



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#1 Omissions

- License #
- Bond
- Names & License of Subs

- Suggestions:
- Checklist

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2 References

- Not included
- Poor or Mediocre Reference
- Not related to project
- Suggestions...
- Call first, top related work, recent work



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#3 Product or Equipment Specs

- Using “cut out” spec from supplier info
- “Cut Out” may not meet all requirements
- Spec different product at bid opening



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#3 Suggestions

- Try to include color brochures, or clear black and white copies of product/equipment specs
- If requesting alternate approval, do so before bidding, in writing, and include writ in your response packet.
- Buyers can become concerned with approving alternates.



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#4 Insist on alternate approach

- Argue with customer on the best approach versus the specified approach.
- Suggestions: Some latitude, if buyer resists, do as spec suggests, rather than debate and insist.



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#5 Speaking to other than specified contact

- Employee of Department
- Tenant or owner
- Results in unapproved changes
- Suggestions: Speak to authorized contact, use e-mail.



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#6 Change Orders

- Frequently seen as contractor's attempt to secure additional profit.
- If you see a change order up front, state your request as soon as possible
- Suggestions: Limit change orders as much as possible, Zero is best. Document, Document, Document



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#7 Too Many Questions

- Questions answered in bid documents should not be asked.
- Shows lack of detail in reviewing documents



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#8 Too Critical of Proposal

- Speak to the audience

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#9 Communication and Transparency

- Failure to see one bid response or project as an opportunity to build relationships and strategic alliances.
 - Effectively communicate
 - Provide transparency

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#10 Comments From Buyers

"Another gave me references to call. When I did they all had equipment problems. When confronted, the vendor said, 'but they don't even use the equipment you are getting'. So I want a Ford truck and you gave me references for Cadillac owners???"
Scott Kangas

"Am currently having discussions with people that are refusing to listen to my desires for angled parking in a structure. They insist 'No one designs them that way anymore. Angled parking doesn't work.' Give me what I want - or say you can not/will not and go away. Don't waste my time."
Scott Kangas

"I hate being burned with change orders that are priced higher than they would be in a competitive bid process just because that is where the contractor planned (all along) to make additional profit."
Michael T. Klein

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#10 Continued

- "Without a doubt, if they understand the paperwork and submit it in a detailed manner, they also tend to treat their work effort in the same manner.i.e., finish off the minor items."
Einar Norton
- "As far as excellent versus poor service, I have found that the difference usually boils down to communication. Good vendors keep you informed and are proactive."
Carl Fritz
- "Poor detail and work, missing critical dates and asking too many obvious questions, during construction reflect on a poor contractor who is under qualified, and not up to the job."
Patrick Sullivan

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Top 10 Items Buyers Like to See

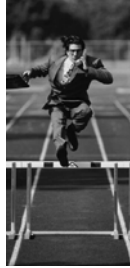


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#1 Well Organized Response

- Delivered on-time
- Packaged in large envelope
- Clearly legible, (Fax)
- Every detail acknowledged

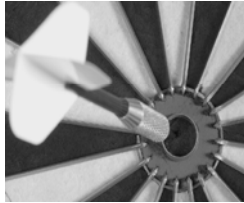


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#2 Item Ordering

- Your order of responses should mirror the order of items requested.



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#3 Superintendent or Project Manager

- A well-qualified employee, can add value to your proposal.
- Include resume of key individuals
- (Not accepted in all RFP's, you can always ask)



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#4 Further Breakdown of Project

- May be proprietary
- Beneficial to buyer, as possible change orders are discussed.
- More comfortable with change orders when value known upfront.



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#5 Show Knowledge of System or Project

- May have public comment or media appeal
- Show knowledge of department or system
- Internet or Field Visits



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#6 Communication

- Good Communication is key, fosters and shows commitment
- Include schedule of progress meetings, attended by key individuals
- Internet use



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#7 Technology

- Have project web-site with schedules, communication trail
- List e-mails of key individuals
- Microsoft® Project, Gant Chart



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#8 Similar Projects

- Include information about completed projects that are most similar.



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#9 Opportunities

- Alternatives
- Better Value



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#10 Compliments

- Who doesn't like compliments
- PR
- Speak to audience



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Q & A



Thank You
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