



OCPS TRADE FAIR
OAK RIDGE HIGH SCHOOL
June 4, 2018



Class: Business Development and Marketing



OHL
Arellano

ALBU
& Associates

Introduction

- ✓ What work do I chase?
- ✓ How do I get new projects?
- ✓ How do I submit a winning bid?
- ✓ How do I make money?

Introduction

Get → **Build**



Define Type of Delivery Method

LB - CMA - CMR - DB/A - IPD - PPP - DEV



How to Get

Marketing vs. Sales vs. Business Development



Marketing

What is marketing?

Marketing is about identifying your key differentiators, developing your message and establishing a positioning within your markets.

- Advertising
- Public relations
- Brand creation
- Event promotion
- Website content
- Thought leadership

Sales

What is sales?

Sales is the process of persuasion to get a prospect to take action. Selling is an exchange of goods or services for money.

- Finding a need and filling that need
- Walking the road of agreement with the customer
- Both an art and a science
- A transaction
- Relationship building
- A consultative process
- Hustling
- All about trust



Business Development

What is business development?

Business development is about making connections.

- Building upon the brand that you have established through marketing efforts
- Connecting your audience to your products and services
- Prospecting (think networking events)
- Qualifying leads and then converting those leads into clients.
- Creating relationships



Networking

What is networking?

Networking is creating a group of acquaintances and associates and keeping relationships active through regular communication for mutual benefit.

Where do I network?

- Trade – CMAA, COAA, ABC, AGC, DBIA, SMPA, PCEA, AIA, EDC's, CC's, +more
- Shows – FEFP, IAAPA, ASHE, AHCA, HCF, CFHLA, ACA, NBAA, AIA, +more
- Publications – BJ, ENR, ABC, +more
- Training – YP, leadership, sponsorship, +more
- Public – State addresses, pre-bid, +more
- Collaboration – lead sharing group



Networking

What is networking?

Networking is creating a group of acquaintances and associates and keeping relationships active through regular communication for mutual benefit.

How do I network?

- Go early – stay late
- Business cards, name tags, collateral
- Talk to strangers, elevator speech
- The second question – What are you working on?
- Follow up – e-mail, note, in-person, next
- Seven times
- Ask

Branding

What is Branding?

Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers.

- Name
- Logo
- Slogan, tag line, theme, catch-phrase, words
- Graphics, colors, fonts, shapes, styles, sounds
- Behaviors and performance
- Social media
- Trademark and protections
- Identity – attributes, benefits, values, personality

Deliverable

A **deliverable** is a tangible or intangible item that is delivered to a customer as part of a project. Anything that a customer is promised as an output of a project can be considered a deliverable.

- Brochure
- Proposal
- Presentation
- Submission
- Estimate
- Schedule
- Project scope
- Analysis study
- Performance plan
- Marketing collateral

Target Projects in Selected Market

- Vendor Link
- Orlando Business Journal
- CDC News
- Onvia
- Other



VendorLink

VendorLink

WELCOME TO VENDORLINK

VendorLink is a user-friendly Internet portal where businesses can sign-up to register and receive electronic email notification of upcoming solicitations as they become available. This online registration service allows suppliers to provide basic information about their business and to select specific commodity codes for the goods and services they provide.

When a solicitation matching those selections becomes available, the VendorLink system automatically sends an email notification to the email address provided during the registration process. The email notification contains the link and information necessary for the solicitation to be viewed and downloaded from any computer. Just complete the registration information to receive announcements about business opportunities from registered agencies.

Use the links above to login to an existing account, register a new account, or reset the password on an existing account. Once you are registered, you can update your profile at any time.

Suppliers can view solicitations by selecting the Search Solicitations link above. To receive automatic notifications, VendorLink requires all suppliers to be registered by completing the supplier registration process.

We appreciate your interest in doing business with VendorLink's registered agencies.

Database Information

Number of Agencies: **274**

Number of Solicitations: **15882**

Number of Vendors: **33320**



VendorLink

Login

Log in using the email address associated with your account. If you experience problems logging into your account or wish to reset your password, click on the link "Forgot Password".

LinkSystems Sites

Forgot Password

Sign in

LinkSystems, LLC Sites

- LinkSystems, LLC
 - <http://www.mylinksystems.com> (<http://www.mylinksystems.com>)
- myVendorLink.com
 - <https://www.myvendorlink.com> (<https://www.myvendorlink.com>)
- myReverseLink.com
 - <https://www.myreverselink.com> (<https://www.myreverselink.com>)
- City of Orlando, FL
 - <https://vendorlink.cityoforlando.net> (<https://vendorlink.cityoforlando.net>)
- Hillsborough Community College, FL
 - <https://hccvendorregistration.org> (<https://hccvendorregistration.org>)
- Orange County Public Schools, FL
 - <https://vendorlink.ocps.net> (<https://vendorlink.ocps.net>)
- Osceola County and School District, FL
 - <https://vendorlink.osceola.org> (<https://vendorlink.osceola.org>)
- Seminole County, FL
 - <https://podlink.seminolecountyfl.gov> (<https://podlink.seminolecountyfl.gov>)
- State College of Florida, Manatee-Sarasota, FL
 - <https://vendorlink.scf.edu> (<https://vendorlink.scf.edu>)



Strategic Account Plan

15 Minute Strategic Account Plan

Ask and Answer –

1. Who is lead for us?
2. Who is lead for them?
3. What are top five ranked key issues?
4. What is our sales proposition? (USP)
5. What are our differentiators? (USA)
6. How is the award made?
7. Who decides? Who influences?
8. Who is our champion?
9. What are our next five steps?



Project Pursuit Plan: USC School of Law



Entered in OMS: Yes
Entered in GroupLink: Yes

Pursuit Budget: \$ 25,000
Updated on: 12/09/13

OVERVIEW	PROJECT TYPE	PROJECTED REVENUE	PROJECTED FEE	DATES & TIMING			
Project Name: USC School of Law	Market: Education	Contract Size: \$53,000,000	Stated Fee %: 2.50%	RFQ PHASE	RFP PHASE	PRECONSTRUCTION	CONSTRUCTION
Owner: University of South Carolina	Const Services: CM@Risk	KBR JV %: 100.00%	Other Fee %: 1.00%	RFQ In-House: 10/14/13	RFP In-House: 11/25/13	Precon Start Date: 03/01/14	Const Start Date: TBD
Description: New Law School Center	Status: Top Prospect	KBR Revenue: \$53,000,000	Total Fee %: 3.50%	Quals Pkg Due: 11/04/13	Proposal Due: 12/19/13	Precon Duration: 12 mo	Const End Date: TBD
Location: Columbia, SC	Selection: Quals-Based	Contract Type: GMP-Cost+ markup	KBR Fee: \$1,855,000	Est. Short Listing: 11/14/13	Award Date: 02/15/14	Booking Date: 10/12/14	Const Duration: #VALUE!

FIRMS ON BOARD	PURSUIT OWNERSHIP	PROPOSED OPS TEAM	GO / GET		SPECIAL REQUIREMENTS		COMPETITION	
Architect: Bordeaux Architects	AX: Mike Sidero	Precon Leader: Annie Hughes	GO	95%	BIM: Yes	FIRM	POSITION	POSITION
Developer: N/A	BD: Jim Kick	PX / OIC: Monnie Wood			LEED: Yes		0 Unknown	0 Unknown
Program Mgr: N/A	Marketing: Hailey Smith	Sr PM / PM: Matt Kenne	GET	20%	Level: Silver		0 Unknown	0 Unknown
Other: Cumming (CM Agency)	Lead Office: Charlotte	Sr Supt / Supt: Larry Jensen			Lean / IPD: 0		0 Unknown	KBR POSITION New

KEY ISSUES FOR CLIENT	KEY	VOTERS, DECISION MAKERS, INFLUENCERS	RELATIONSHIP	INFLUENCE LEVEL	ROLE TYPE	LEVEL OF SUPPORT	WHAT IS IMPORTANT TO THIS INFLUENCER? Key wins & challenges	COMMENTS
Show how we save Owner money	ROLE TYPE	Jeff Lamberson - USC Director of Construction	Good	High	C	U	Change & Schedule Management	For all these Voters, please note that we have never performed any work for USC. Bordeaux Architects, or Cumming, so they do not have any first hand experience with KBR.
Rise for minority inclusion	E-Economic	Robert Wilcox - Dean, USC Law School	Neutral	High	P	U	Quality of Work & Schedule Management	
Plan for local procurement	T-Technical	TBD - Office of State Engineer	Neutral	Medium	T	U	Technical compliance with contract documents	
Use and management of conferences and allowances	P-Political	Heather Mitchell - Principal, Bordeaux Architects	Good	Medium	T	U	Quality of Work, Cost Control, Schedule Management	
Technology systems for law students	U-User	David Lindsay - Cumming, CM Agent	Good	High	E	U	Quality of Work, Cost Control, Schedule Management	
Feel and look of the finished law school	C=Coach	Tom Opal - USC Asst. Dir. Of Construction	Good	High	T	U	Quality of Work, Cost Control, Schedule Management	
DIFFERENTIATORS / WHY KBR?	LEVEL OF SUPPORT	Steve Hamm - Attorney/Fund Raiser Co-Chair	Neutral	Low	P	U	Quality of Work & Schedule Management	
We deliver difficult projects	U-Unknown	Mike Kelly - Attorney/Fund Raiser Co-Chair	Neutral	Low	P	U	Quality of Work & Schedule Management	
We are hungry for USC work	T=Trouble	Henry McMaster - Attorney	Neutral	Medium	P	U	Quality of Work & Schedule Management	
We know & understand the CMR delivery process	C=Happy with Competitor							

SWOT	TACTICS to leverage strengths and reduce weakness	ACTION ITEMS	WHO	WHEN	RESOURCES or INFO NEEDED
STRENGTHS	OPPORTUNITIES				
Preconstruction Services/CMR process	Performance with constructability reviews	Develop story on Monnie, Matt & Larry - Alamanca schedule, logistics, degree of difficulty	Monnie Wood	12/11/13	
Safety	Identify cost reduction opportunities	Lessons learned from Duke Law School	Matt K.	12/11/13	
Team's construction tenure	Identify some local players who can benefit	Determine if we partner with Enviro AgScience for MWBE	Garland	12/11/13	
Team's experience working together	Sell CMR Process not CMR specific projects	David Stanton's departure (He's in the RFQ)	Mike Sidero	12/11/13	
Team availability	Leverage Enviro AgScience	Emphasize SC CMR	Hailey	12/11/13	
Logistics Planning		Project success plan	Monnie, Matt & Larry	12/11/13	
Good MWBE plan		Promote CMR process is the same for all market sectors.	Mike Sidero	12/11/13	
		Show strength of sub market knowledge focusing on MEP (Response to RFP question)	Annie	12/11/13	
		In-house MEP and Cx	Annie	12/11/13	
		Importance of USC as a Customer	Sidero & Sloan	12/11/13	
WEAKNESSES	THREATS				
Past project experience leadership	Recent turmoil within KBR Building Group	Monnie, Matt and Larry connecting with selection committee	Sidero, Kick	12/11/13	
Law School experience	Protection of trees (Required services narrative)	Submit Question and Use Dr. Lynn's Resources	Monnie, Matt	12/11/13	
Perceived project relevancy	Negative press within construction industry	RFP draft responses due from team 12/11/13	Team	12/11/13	
No projects completed with USC		Send draft RFP response to team for review	Team	12/13/13	
Columbia Experience very minimal		Update RFP response based on team comments	Smith, Kick & Sidero	12/17/13	
Experience of PM and Super. working together on relevant past		Plan for 1/7/14 presentation	Kick, Sidero	12/20/13	
Past experience working with Bordeaux & Cummins					

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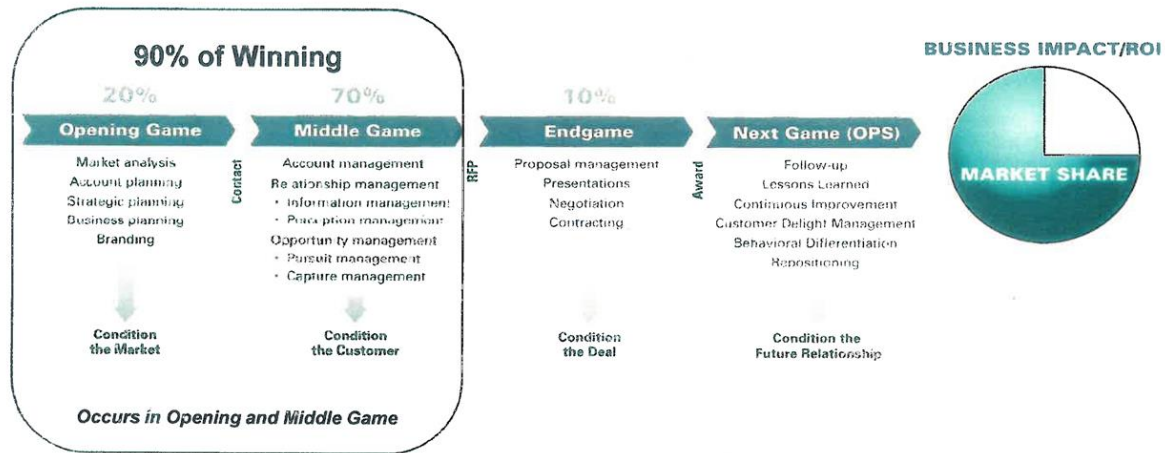


Business Development Process

Recommended Business Development Process

Getting it Right:

Proven, Integrated Pursuit and Capture Process



Firms that invest in structured market positioning, development of solid client relationships, and follow a proven business development process gain significant competitive advantage and earn greater market share.

Right Clients

Right Opportunities

Right Pursuits

Right Wins

Right Revenue



KORN/FERRY INTERNATIONAL



Greatness Cultivated



Time Management

2018 Calendar

January 2018							
W	S	M	T	W	T	F	S
1		1	2	3	4	5	6
2	7	8	9	10	11	12	13
3	14	15	16	17	18	19	20
4	21	22	23	24	25	26	27
5	28	29	30	31			

February 2018							
W	S	M	T	W	T	F	S
5					1	2	3
6	4	5	6	7	8	9	10
7	11	12	13	14	15	16	17
8	18	19	20	21	22	23	24
9	25	26	27	28			

March 2018							
W	S	M	T	W	T	F	S
9					1	2	3
10	4	5	6	7	8	9	10
11	11	12	13	14	15	16	17
12	18	19	20	21	22	23	24
13	25	26	27	28	29	30	31

April 2018							
W	S	M	T	W	T	F	S
14	1	2	3	4	5	6	7
15	8	9	10	11	12	13	14
16	15	16	17	18	19	20	21
17	22	23	24	25	26	27	28
18	29	30					

May 2018							
W	S	M	T	W	T	F	S
18			1	2	3	4	5
19	6	7	8	9	10	11	12
20	13	14	15	16	17	18	19
21	20	21	22	23	24	25	26
22	27	28	29	30	31		

June 2018							
W	S	M	T	W	T	F	S
22						1	2
23	3	4	5	6	7	8	9
24	10	11	12	13	14	15	16
25	17	18	19	20	21	22	23
26	24	25	26	27	28	29	30

July 2018							
W	S	M	T	W	T	F	S
27	1	2	3	4	5	6	7
28	8	9	10	11	12	13	14
29	15	16	17	18	19	20	21
30	22	23	24	25	26	27	28
31	29	30	31				

August 2018							
W	S	M	T	W	T	F	S
31				1	2	3	4
32	5	6	7	8	9	10	11
33	12	13	14	15	16	17	18
34	19	20	21	22	23	24	25
35	26	27	28	29	30	31	

September 2018							
W	S	M	T	W	T	F	S
35							1
36	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29
40	30						

October 2018							
W	S	M	T	W	T	F	S
40		1	2	3	4	5	6
41	7	8	9	10	11	12	13
42	14	15	16	17	18	19	20
43	21	22	23	24	25	26	27
44	28	29	30	31			

November 2018							
W	S	M	T	W	T	F	S
44					1	2	3
45	4	5	6	7	8	9	10
46	11	12	13	14	15	16	17
47	18	19	20	21	22	23	24
48	25	26	27	28	29	30	

December 2018							
W	S	M	T	W	T	F	S
48							1
49	2	3	4	5	6	7	8
50	9	10	11	12	13	14	15
51	16	17	18	19	20	21	22
52	23	24	25	26	27	28	29
1	30	31					



Training

BUSINESS DEVELOPMENT For Construction Professionals

Central Florida Chapter ABC is excited to bring you a comprehensive, hands-on series dedicated to helping you and your firm win more work!

Business development should be a strategic initiative where great care is taken to target the right clients and projects and pursue them in a way that gives you the best chance of winning.

Participants will discover all aspects of business development including prospecting, pre-marketing, RFP, and being shortlisted.

We'll cover the business development process as it relates to the construction industry and how our clients like to buy. Participants will have the opportunity to apply in real-time what they learn in each class to projects on the market. This series also explores soft skills such as relationship building and networking.

Curriculum

In this four-session, 24-hour course, each participant will select an existing client to apply course learnings to during the series. Who will your target be?

Business Development Today

- The importance of relationships in business today
- Business development vs. marketing
- Two key ways to grow your business

Existing Clients

- Create a strategic plan to manage professional relationships
- Creative ways to stay in touch
- Asking for referrals

Networking

- Identifying target clients & contacts
- Do's and don'ts when attending a networking event
- Effective follow-up
- Maintaining momentum

Presentations

- What makes an exceptional presentation
- Preparing for the client presentation
- Tips for becoming a better presenter
- How to effectively use visual aids

Client Feedback

- How client feedback can benefit you
- Preparing for hard truths
- What questions to ask and when
- Active listening

Anatomy of a Client Meeting

- What an effective meeting looks like
- ALWAYS do this first
- The holy grail of the client meeting
- Tips for before and after the client meeting



How to select?



FLORIDA POLYTECHNIC
UNIVERSITY

FLORIDA POLYTECHNIC UNIVERSITY RECEIPT OF PROPOSALS

Solicitation No: PQS-17-005

Solicitation Name: ARC CM Services

Deadline Date & Time: October 20, 2017 2PM EST

Proposer	Location
The Whiting Turner Contracting Company	Tampa, FL
Ajax Building Corporation	Oldsmar, FL
Walbridge	Tampa, FL
Moss & Associates	Tampa, FL
PCL Construction Services, Inc.	Orlando, FL
Biltmore Construction Company Inc.	Bellaire, FL
J.E. Dunn	Tampa, FL
Suffolk	Tampa, FL
Gilbane	Orlando, FL
Skanska USA	Tampa, FL
DPR Construction	Tampa, FL
Beck	Tampa, FL
Barr & Barr	Tampa, FL

Procurement Official Signature as to Accuracy of Receipt:

X 

David O'Brien
Director of Procurement



Questions

Q & A