



PARALLEL

PROJECT TRAINING

We're with you all the way.

SELLING AND DOING GOOD BUSINESS

www.ParallelProjectTraining.com

Copyright © All rights reserved.

An Engineers Guide to Business Development

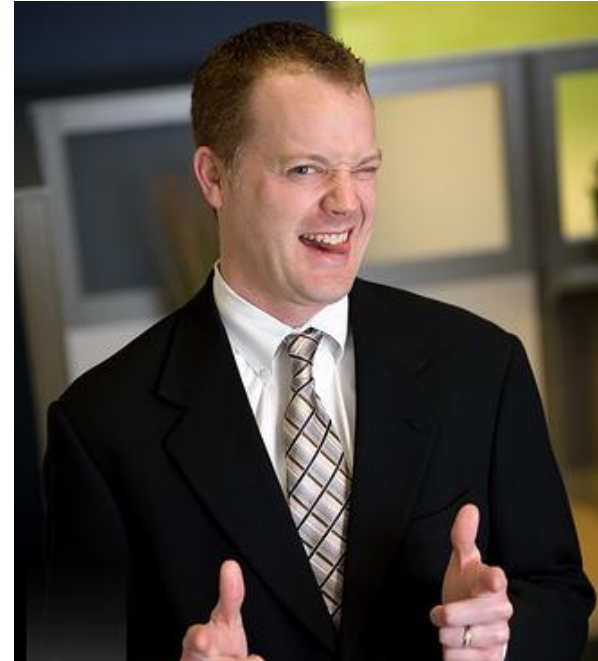


Relative Perspectives

Sales view of Engineering



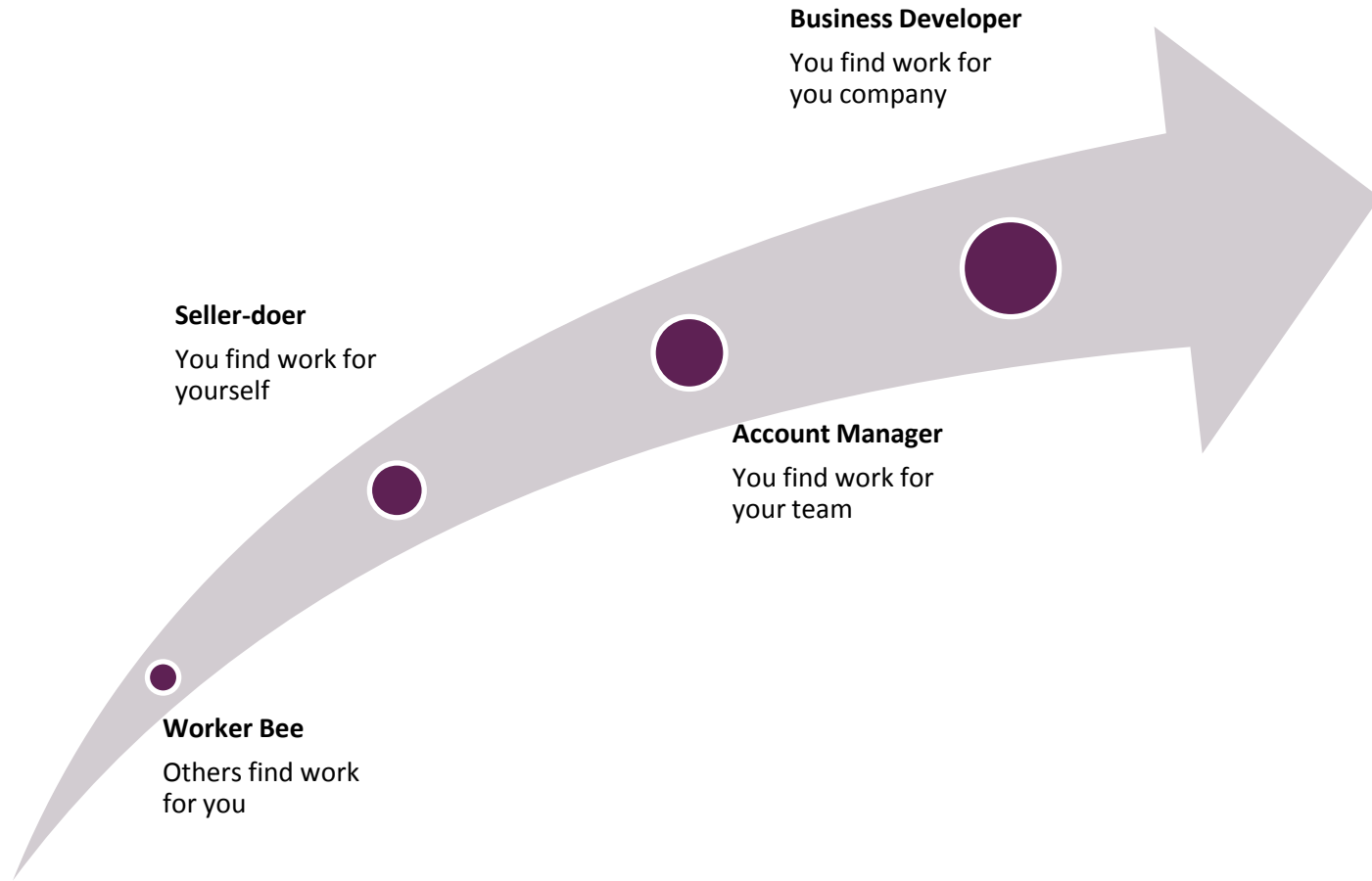
Engineering view of Sales





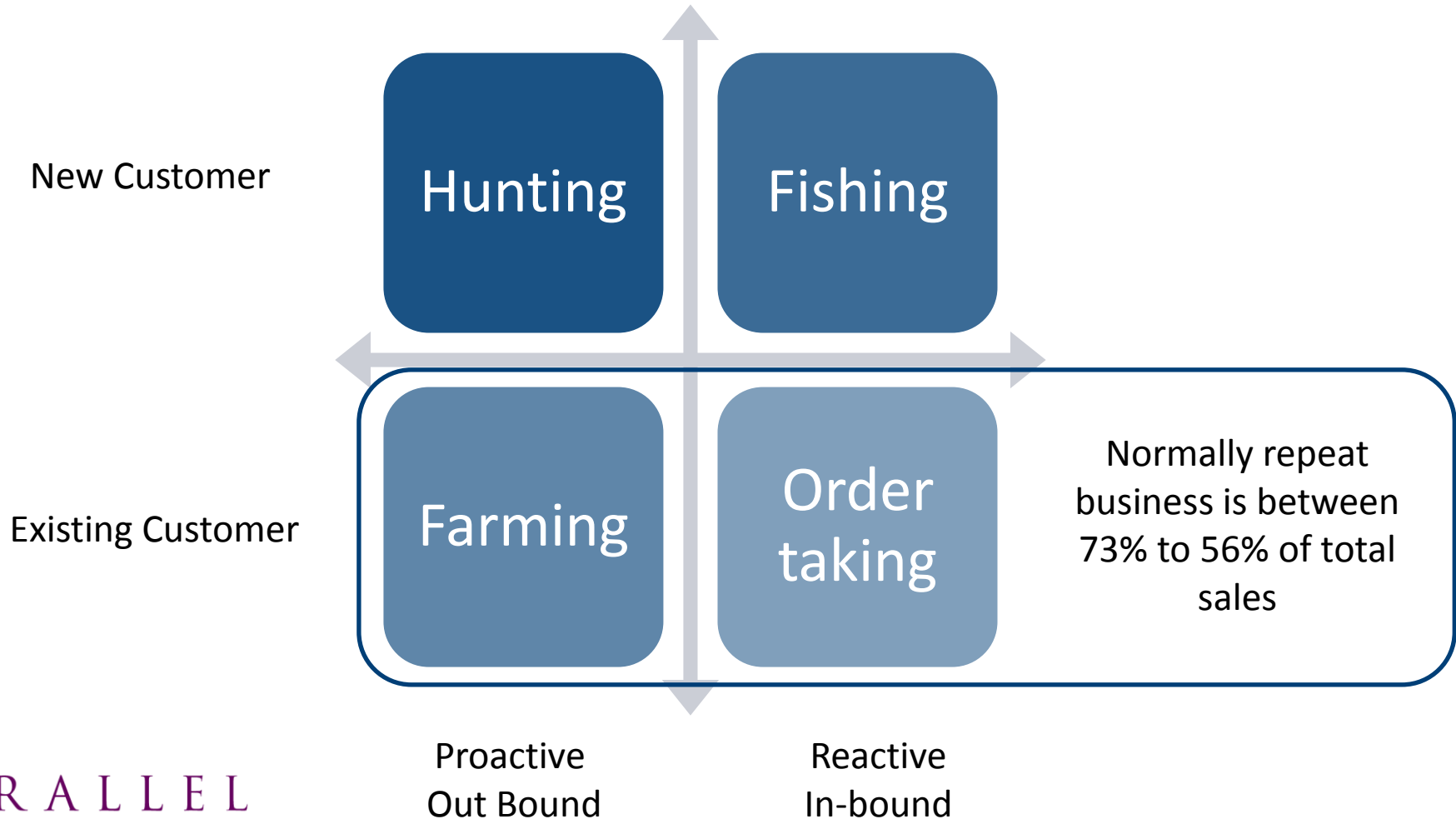
We're with you all the way.

Journey From Consultant to Business Developer





Different Approaches to Business Development





Order Taking

- Very strong brand icon
- Customers flock to your door
- Compelling unique selling proposition
- Marketing driven approach
- Mostly B2C



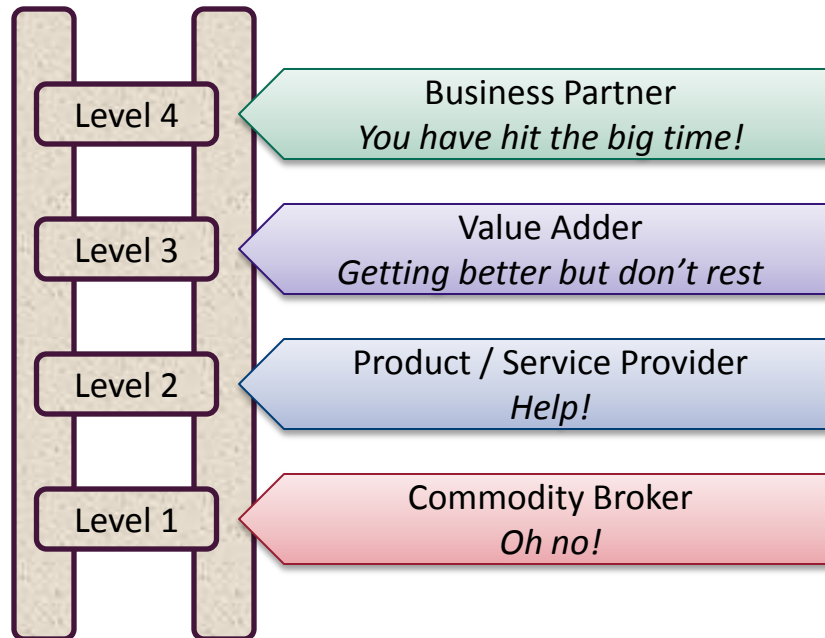


Farming

The Customer Perception Ladder

What level are you at?

Does your customer think you are a:





We're with you all the way.

Farming

Care for and Cultivate the Account

Customer Perspective

- ❑ Show that they are constantly thinking about us
- ❑ Be active in bringing us new ideas
- ❑ Be highly responsive to our needs and problems
- ❑ Show sensitivity in working with our decision making processes.
- ❑ Support us with state of the art technology, products and processes.





We're with you all the way.

Farming

Protect and Grow the Account

Suppliers Perspective

- Have a clearly defined strategy for each key account
- Demonstrate that they have all angles covered with an account management plan
- Identify and manage key decision-makers
- Understand how buying decisions are made
- Use a process to actively manage the account



The aim is to grow the depth and scale of the relationship



Hunting for New Customers

- Generate a list of targets
- Cold calling
 - Work with a pre-qualified list
 - Its a numbers game
- Appointment Generation
- Networking
 - Social networking (linked-in)
 - Personal network

Hard work as it takes 7 to 10 contact before initial contact will result in a sale.

So the targets have to be worth the effort.



Proactive Sales Funnel



Sales Stage	Indicative activity level
Unqualified Prospects	742
Initial Communication	500
First Discussion	46
Develop Solution	27
Present Solution	26
Customer Evaluation	22
Negotiation	20
Verbal Commitment	10
Purchase order	8
Delivery	8
Payment	7



We're with you all the way.

Tips for Bidding

- ❑ Read the ITT, three times.
- ❑ Understand the customer benefits and order winners.
- ❑ Story board your response.
- ❑ Understand your own weaknesses and turn them into strengths.
- ❑ Understand your competitors strengths and counteract them.
- ❑ Allow plenty of time and plan.



We're with you all the way.

Fishing for leads

- Heavily promote you business and let customers find you
 - ▣ Search Engine Optimisation
 - ▣ e-mail opt-inwhite paper download
 - ▣ Blogging
 - ▣ Events
 - ▣ Publications
 - ▣ PR





We're with you all the way.

Search Engine Optimisation

58% of purchases start with a search

The screenshot shows a Google search for "project management training". The search bar contains the text "project management training" and shows "About 81,600,000 results (0.32 seconds)". The search results are displayed in a list format. The first result is a sponsored link (ad) for "Project Management Course - Training to develop core skills" from hemsleyfraser.co.uk. The second result is a link for "PRINCE2 Certification - 3 Day Found £299 & 2 Day Pract £349" from projstudy.com. The third result is a link for "Prinice 2 Courses £299 | SkillSolve.co.uk" from skillsolve.co.uk. The fourth result is a link for "Starred results for project management training" from parallelprojecttraining.com. The fifth result is a link for "PRINCE2 Training | Project Management Training Courses" from knowledgegetrain.co.uk. The sixth result is a link for "APMP Project Management Training. Project Management Courses £300" from parallelprojecttraining.com, which is highlighted with a red box. The seventh result is a link for "Project Management Training | Project Management courses in ..." from siliconbeachtraining.co.uk. The eighth result is a link for "PRINCE2 Foundation & PRINCE2 Practitioner Project Management ..." from prince2.com. The ninth result is a link for "Learning & training providers | Association for Project Management" from apm.org.uk. The search results are displayed on the left side of the page. On the right side, there are several ads for "Prinice2 Training Course", "Project management training", "Project Management Training", "Project Management Course", "Chicago Booth in London", "Boost Project Performance", "Learn Project Management", and "Project Management Training".

Courtesy of MGM Mirage



Creative energy

CityCenter, Las Vegas, USA »

"Our creative energy helps to inspire realities"

ARUP

Global home

Thoughts



Latest news

Halcrow co-authors global safety guide »
05 July 2011
The Consultants H&S Forum, publish booklet entitled 'Client leadership on health and safety'

Success at ICE Thames Valley awards »
01 July 2011
Sandford access bridge refurbishment project wins environmental engineering prize

Wembley footbridge paper wins award »
01 July 2011
Halcrow paper wins prestigious Institution of

Features



Waterways Renaissance Awards 2011, England »

Video focusing on the Waterways Renaissance Awards, 2011



Economist Intelligent Infrastructure conference - video »

The challenge of funding global infrastructure.



Flood Alert smartphone application »

Social

Follow us on:

Halcrow blogs

Contact us

Careers | Directory | Press

For local offices, make a

Search offices:

Country

City

We shape a better world



We are an independent firm of designers, planners, engineers, consultants and technical specialists offering a broad range of professional services.

CircleBath Hospital, UK

Latest news

Landmark agreement with China Railway Group...

Cities and climate change

Arup works on all aspects of resilient and low-carbon cities.

New UrbanLife report

Transforming urban areas with the creative use of technology.

Architecture + Urbanism

Focusing on Arup's sustainable buildings design.



Different Approaches to Business Development

