PREPARING FOR THE INDUSTRY OF TOMORROW

How to Succeed in Business Development: Even If You Hate Selling
The following CE credits are offered for this session:

**1.0 AIC CPD Credit** | AGC of America has been approved to offer Continuing Professional Development (CPD) credits for qualifying programs by the [American Institute of Constructors](https://www.aic.org) (AIC).

**1.0 SMPS CEU Credit** | AGC of America is approved by the [Society for Marketing Professional Services](https://www.smps.org) (SMPS) to offer SMPS CEUs.

AGC of America is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the [National Registry of CPE Sponsors](https://www.cpesponsors.org).

This session is designated for **1.2 CPE credits** in the field of Business Management and Organization.
How to earn CE hours for this session

Participants must:
1. Check in with attendance scanner at the door or in the back of the room.
2. Attend at least 95% of the session.
3. Complete the session and post-program evaluation.

Additional instructions will be emailed to attendees requesting CE credits.

You may contact Jo-Anne Torres, Manager of Professional Development and Continuing Education, at jo-anne.torres@agc.org or (703) 837-5360 for questions.
Learning Objectives

By the end of this session, participants will be able to:

1. Recognize worthwhile business development opportunities in new markets and identify the right project types, client types, delivery methods and locations.
2. Design strategic approaches to winning work.
3. Discuss key insights into critical business development habits.
4. Examine the mindset experienced construction executives adopt to build long-term relationships.
How to Succeed in Business Development: Even If You Hate Selling

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Ferrovial Agroman US Corp.
Eric Anderton
Construction Genius Podcast

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How to Succeed in Business Development: Even If You Hate Selling
What is your biggest challenge with Business Development and Sales?

Please Discuss
Topics of Discussion

How to Approach New Markets

Project Specific Strategy

Relationship Selling
How to Approach New Markets

What key strategic considerations should a construction company consider before pursuing a new market?
Project Specific Strategy

What’s your approach when pursuing a new customer from the beginning to winning an opportunity?
Relationship Selling

What is it, and who's responsible for it?
What are one or two things you can do to improve your Business Development and Sales efforts in the next 90 days?
Questions?
Episodes: 6, 50-52, 59, 60
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Contact me anytime:
eric@ericanderton.com

Subject line:
AGC 2020BD