

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](#) (AIC).



1.0 SMPS CEU Credit | AGC of America is approved by the [Society for Marketing Professional Services](#) (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](#).

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.

Pat Kelly

California Group Strategy
Manager,
Granite Construction



Bert Somers

Contracting Manager, Western US
Ferrovia Agroman US Corp.



Ryan Aukerman

Executive Vice President
Griffith Company



Eric Anderton

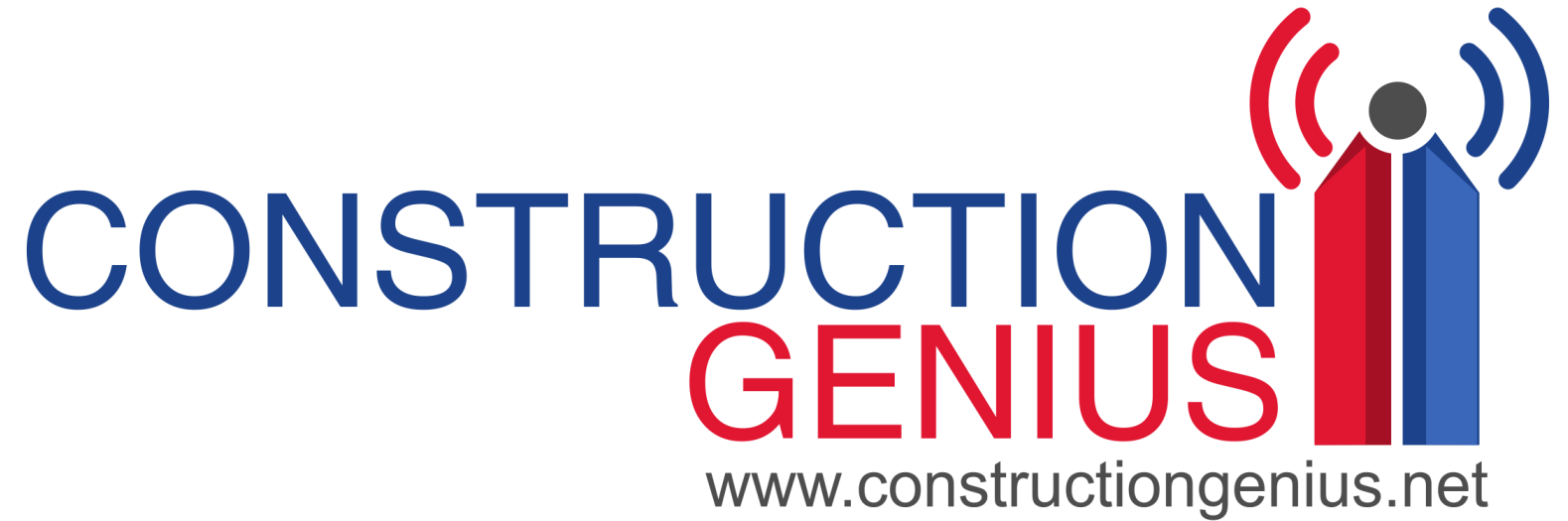
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CONVENTION

The One-Page Career Dashboard

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?**

Please Share



Questions?





**Episodes:
6, 50-52, 59, 60**





Connect with me on LinkedIn

Contact me anytime:
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Subject line:
AGC 2020BD





Thank You!

