AGC Future Leaders Forum

Newsletter

○ 2011 | ○ January

What you should know about

Business Development

Business development, although we all see it as only a department within our companies, is actually the responsibility of each and every one of us. Everything we do, say or project is marketing whether it is good or bad. The way we answer the phone, the way we send an e-mail, or even the way we dress when meeting with our clients is marketing for our companies.

Companies depend on every one of their employees to positively advertise for them. You are a walking billboard both inside and outside of work. Think of it like this, your company's next key client could very well be someone you played kickball with ten years ago who just happened to run into you at the next Rockies game and ask "So what have you been up to? Where are you working?"

Now we all strive to earn that best contractor award in our client's eyes to insure return business, but business development is also knowing when to go one step further and ask them if they know of anyone else who could use our services.

There are hundreds of opportunities weekly that we need to take advantage of, but the question is how? And when is the opportune time? Januarys FLF meeting will give you insight on how to capitalize on these opportunities to enhance the success of you and your company.

Join the FLF

Nomination, application forms as well as more information can be found at http://www.agccolorado.org

If you have questions or would like more information about membership with the Future Leaders Forum, contact:

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Networking Made Easy: The Elevator Pitch

Murabito, Laurie-Ann. "WOW Elevator Pitches" Ezinearticles. 23 Jan. 2010. EzineArticles. 22 Dec.2010 <ezinearticles.com>.

The FLF provides one of the best networking opportunities within the construction industry, but not every member knows how to take advantage of this. So I have included tips from a great article for you to use the next time you are searching for something to discuss while networking..

We all have different work ethics and different training. Sharing our experiences and opinions is enlightening but also stressful. Stumbling over your elevator speech will give the wrong impression of you, your business or career talents. You need a few tips to look and sound like a pro. You have about 30 seconds to grab someone's interest, and here's how.

Simple: Create a statement that is intriguing, almost mysterious. You want to create interest and questions vs the deer in the headlight reaction. Think headlines of a newspaper. Don't give the long technical explanation. That is reserved for the follow up meeting, one on one, over coffee.
"I specialize in helping my clients I add more zeros to their paycheck."

Powerful: Use powerful words that give off the message of expert. I specialize in, customize, develop, reform, design, create, etc.
"My expertise is in planning memorable events on a shoestring budget."

Format: Mention your occupation or title after your powerful statement. This will ensure people continue to listen and not prejudge you by preconceived ideas of your chosen profession.

Notice the difference:
"I'm a lawyer and my practice is estate planning."
"I specialize in assisting my clients with easing the tax and emotional burden after their passing. I'm an Estate Planning Lawyer."

Practice: Say your pitch over and over again, every time you look at yourself in the mirror (even the rear view mirror while driving), when you greet your assistant and close friends. Your children, spouse and family members should be able to recite your pitch. Practice and it will become automatic, along with instilling confidence.

The next time you are asked, "What do you do?" you will be ready and not stuttering how to explain what you do. Stick to the headlines to provoke reading the rest of the article.

Interesting Tip of the Month

Morning Java

Coffee has caffeine and antioxidants that, when combined, improve alertness and as such concentration and better information retention. However, recent studies have shown that the **more often you drink coffee the less effective it can become**. Doctors now say that it is better to have a cup when you feel like you need it and not have it every day just because it is a habit. This will ensure it wakes you up when you need it to.

Calendar of Events:

January: *Sales*
February: *FLF Alumni and Executive Discussion*
March: *Economic and Industry Outlook – A Different Point of View*
April: *Lesson's Learned / Case Study*
May: *Jobsite Tour (Location to be Determined)*
June: *DU Leadership Training*
July: *AGC / CCA Joint Summer Event*
August: *To Be Determined*
September: *Denver Chamber of Commerce / AIA*
October: *FLF Strategic Planning Session*
November: *To Be Determined*
December: *FLF Christmas Party*

Steering Committee:

Justin Stein - Concrete Frame Associates *Chair*
Kurt Stitser – Golden Triangle Construction *Co-Chair*
Matt Paull – GH Phipps *Treasurer*
Baird Cook – US Engineering *Membership Chair*
Brendan Lynch - Saunders Construction *Membership Co-Chair*
Amy Powell – Golden Triangle Construction *Marketing Chair*
Shad Cloeter - The Weitz Company *General Membership*
Brad Schmahl - JHL Constructors *General Membership*
Richard Volk - RK Mechanical *General Membership*
Graham Coddington - Saunders Construction *Past Chair*
Lee Blum – AGC of Colorado *Staff Liaison*