

# **SUCCESSFUL SPECIFICATION SELLING**

**OPTIMISING YOUR  
SALES REWARDS IN  
THE ERA OF 'EQUAL  
OR APPROVED'  
SPECIFICATIONS.**

**DSD+ CONSULTING**



# SUCCESSFUL SPECIFICATION SELLING

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## WHO ARE DSD+ CONSULTING?

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Founded by highly regarded specification sales and technical specialists, we serve clients within the building product suppliers and manufacturing industry. Successfully helping their sales teams acquire, develop, and put into action their true capabilities needed to differentiate themselves against competitors within the Architectural, Engineering and Design (AED) community in the construction project industry.

Our **Successful Specification Selling training 1 day workshop** has been created using over 30 years of insights and real-world experience gained directly from working with many of the Global construction industry's most recognised product manufacturing companies. Using this experience we can help your business develop a strategic identity that unlocks your true potential and fully understand the specification 'overstory'.

How to utilise best practice approaches for a variety of typically faced scenarios in the field when chasing new projects. Help you to make the leap from a perceived position as a 'commodity supplier' into a 'consultative supplier' always looking to position your company as a preferred supplier in the specification cycle and ultimately winning the right jobs at the right price. The full day session also shows how to 'reverse' into specifications against nominated competitors in the right way and build a sustainable and viable project pipeline management can believe in.

Other services for product manufacturers, includes: CPD Providers preparation and assessment submission, specification text's, technical authoring project case studies, plumbing 'take offs' and English/French technical translations.

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## 1 DAY COURSE

### TRAINING AGENDA

#### Understanding the 'Specification Cycle Overstory'

- How not to get lost in the 'maze' during the specification process, we discuss the journey a project takes from start to finish.
- 'Nail down' exactly what each Architectural, Engineering and Designer (AED- Design Specifiers) will need from us as product suppliers.
- It's not as easy as just locating the design specifier and convincing them to lock your brand in the specification, other parts of the process can and do have an equally strong influence on the outcome, how do we get them on 'our bus and going in the right direction'?
- Great, you have a specification, but the odds are someone will be trying to move you out, during the cycle we look at how to 'stay in the game' and hold or even strengthen your specification position.

#### Deliver Effectual Meetings

Typically, time is short with clients at best you may have 15 minutes maybe maximum 30 minutes if you're lucky therefore your key message must be retained long after you have left and until you send follow up information for specification inclusion. In the session we show how you can be most impactful and add value for the design specifier after you have left their office:

- What information design specifiers want to get from you before and during a meeting.
- How to deliver your unique selling points and overcome your competitors offer.
- Best ways you can connect and join their project goals by preparing and using content that will be interesting and engaging.
- Develop a strong 'client centric' focus based on service that increases customer lifetime value.

### PROGRAMME

- Delivered during a 1-day intensive workshop at client's premises.
- Suitable for External Sales, Internal personnel involved in project tracking, Sales managers and Marketing personnel.
- Cost £300 per delegate including course workbook.

#### Marketing to Design Specifiers

Making initial contact with design specifiers has become more complex than ever, time constraints, reduced design fees, 'performance design instructions only' etc all influence your success rate; therefore, we discuss the merits of each approach method and how to get your materials and products selected:

- Review preferred modes and how to make effective first contact with a design specifier.
- How to tailor your approach between levels of design specifier experience.
- Which marketing channels are preferred by design specifiers.
- Social media, 'dos and don'ts'.
- How to book and deliver seminars such as CPD or Lunch & Learn effectively.
- BIM process key pointers

#### Build Meaningful Relationships

Our experience has shown that most design specifiers would like long term service relationships with reliable manufacturers, these lasting relationships give a great opportunity for repeat business. We show you how to best develop that by:

- After the meeting, how to follow up with design specifiers
- Credibility, this requires transparency as you evolve into a trusted supplier, we show you how.
- How to maximise more project opportunities by utilizing referrals

### INTERESTED?

For more information:

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