

Engineering Training Series:

Marketing Tips, Tricks & Tactics for Professional Services Firms



Welcome!

- **Cathy Kramer** – Connect2DOT
- **Stephen Pouliot, PE** – Vice President, Michael Baker International
- **Jerry Mugg, PE** – Vice President, Hg Consult



Connect2DOT

Free Services Provided:

- [One-on-one consulting](#)
- [Workshops and training](#)
- [LEADING EDGE for Transportation](#)
- [Connect2dot.org](#)
- [Bid Matching Service](#)
- [Email news and information](#)
- [Networking and project events](#)
- [Connections to CDOT staff and prime contractors](#)
- [Aurora-South Metro SBDC support](#)



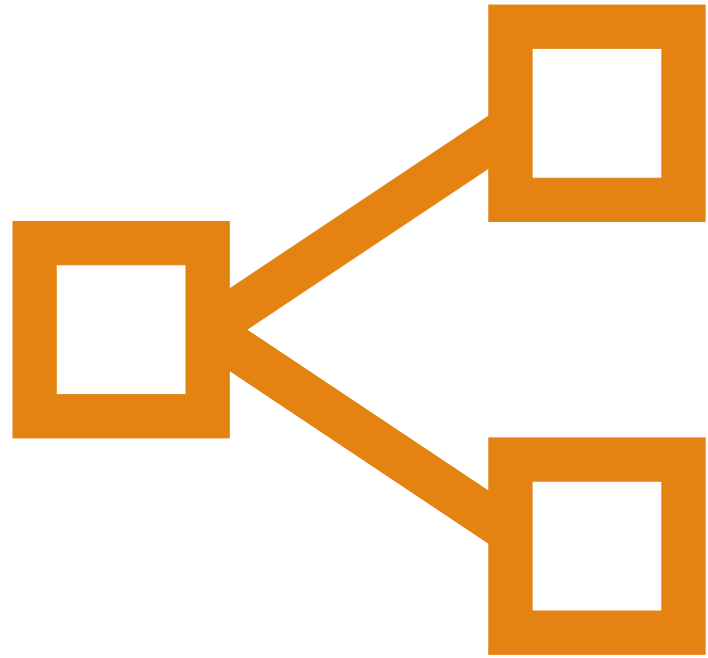
225 statewide business consultants, 15 transportation consultants and 8 former CDOT engineers available to help you immediately!

Upcoming Training

- April 13 – [CDOT Virtual Industry Day with Division of Highway Maintenance](#)
- April 19 & 26 – [Construction Scheduling & Project Management \(Parts 1&2\)](#)
- April 20 – [CDOT Emerging Small Business \(ESB\) Orientation](#)
- April 27 – [6th Annual Southern Colorado Construction Forum](#)
- May 10 – [Understanding FAR-compliant Rates and Indirect Costs](#)
- May 10 – [LEADING EDGE for Transportation \(10 sessions weekly\)](#)
- May 11 – [You're DBE Certified, Now What?](#)
- May 12 – [OSHA Crane Safety for Superintendents](#)
- May 25 – [CDOT On-the-Job Training \(OJT\) Program & Compliance](#)

Check the [Connect2DOT Event Calendar](#)





Marketing Tips, Tricks & Tactics for Professional Services Firms

STRATEGIES FOR GROWTH AND
PARTNERSHIP

Introduction

Stephen Pouliot, PE

- Vice President
- Michael Baker International



Michael Baker
INTERNATIONAL

Jerry Mugg, PE

- Vice President
- Hg Consult

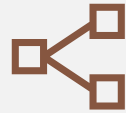


Hg Consult
Inc engineers
planners

Agenda



Introduction



Keeping it Simple

Focus on the Large Firm
Perspective

Focus on the Relationship



Basic Principles



ALSO >>> How to Interact during the
Presentation

Basic Principles

■ Develop the Plan

- Know Your Services
- Know Your Clients
- Know Your Partners

■ Engage the Plan

- Be Prepared
- Be Proactive
- Be Present
- Be Prompt
- Be Persistent



Develop the Plan – Know Your Services

- Be realistic
 - Don't undersell
 - Don't oversell
- Recognize who you are
 - Niche
 - Generalist
- Stay Focused
- Differentiate your value



Develop the Plan – Value Proposition

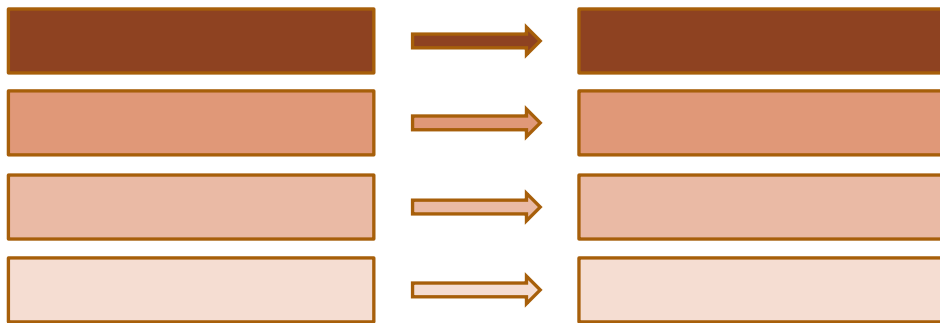
- What makes you different
 - Relationships
 - Insights/Ideas/Creativity
 - Geographies
 - DBE/ESB
 - Special Skill
 - Special Certification
 - Horsepower
 - Bring Opportunities
- What's your purpose?
- Be specific



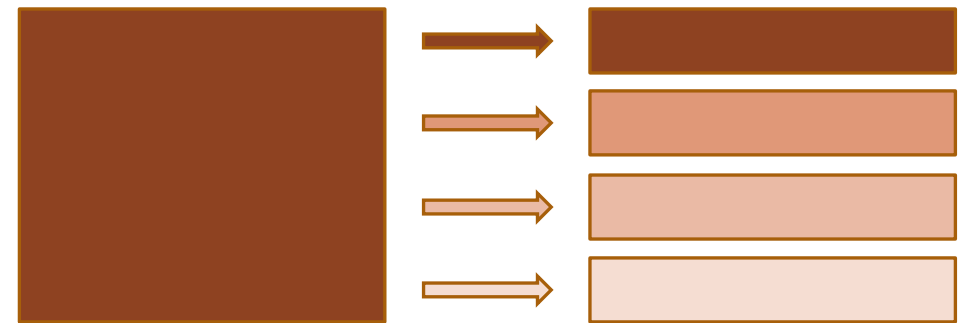
Develop the Plan – Know Your Clients

- Connect at the right level
 - Influencers
 - Decision makers
- Identify Opportunities

LARGE FIRM

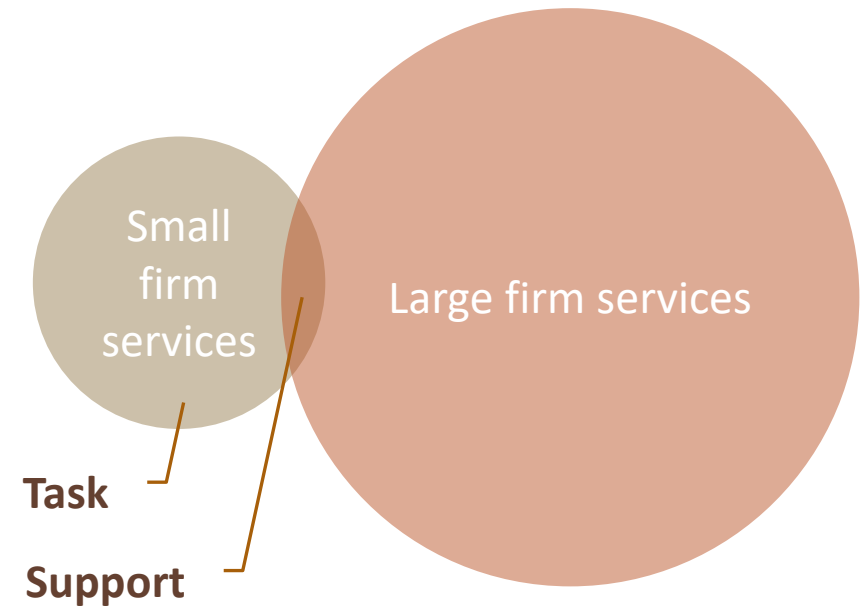
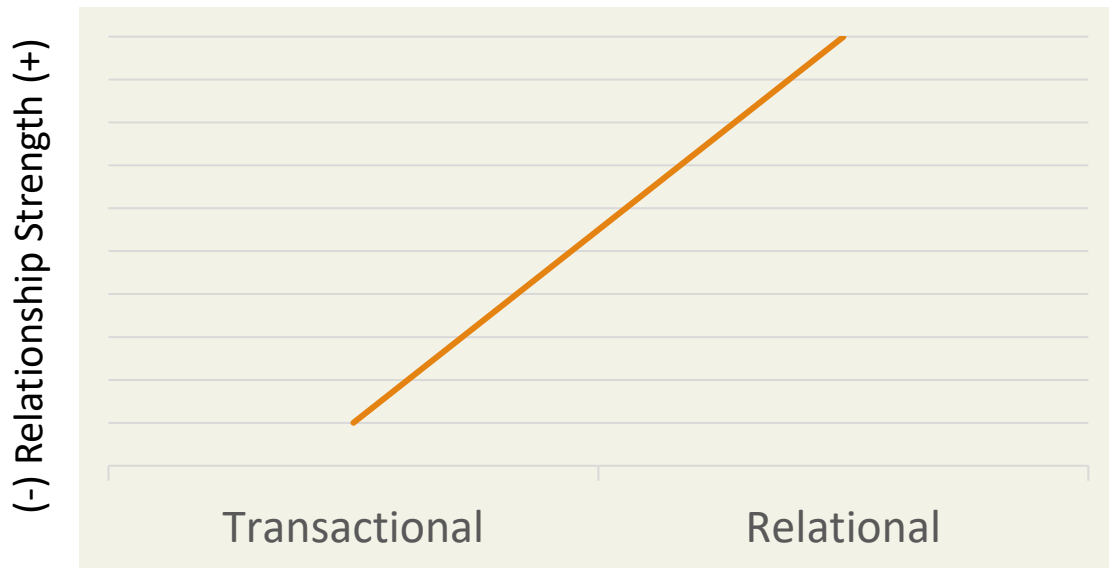


SMALL FIRM

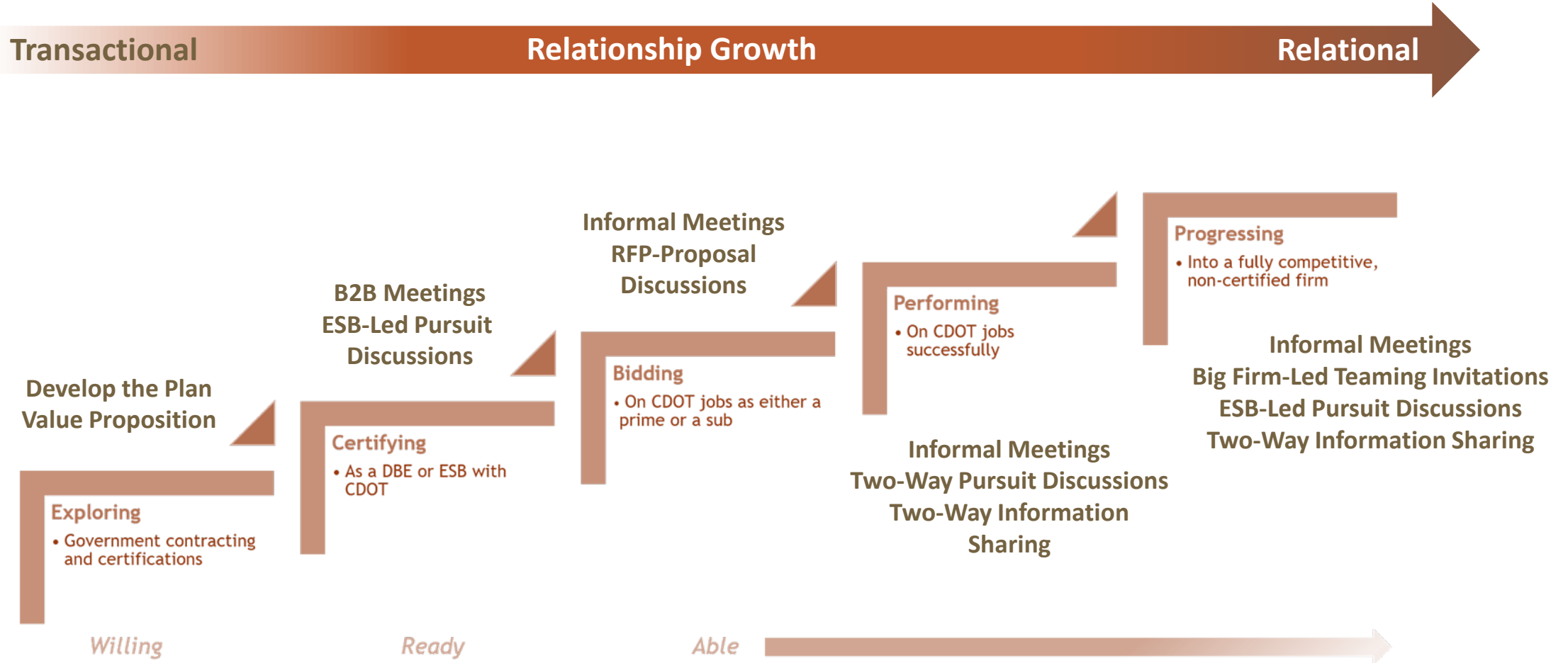


Develop the Plan – Know Your Partners

- Culture alignment
- Exclusive vs multiple teams
- Transactional vs Relational
- Task vs support



Mature the Plan – Partnership Growth



Engage the Plan

Be

Prepared

Be

Proactive

Be

Present

Be

Prompt

Be

Persistent

Engage the Plan – Be Prepared

- Know your pitch
- Target your discussions
- Research your partners



Engage the Plan – Be Proactive

- Set meetings
- Bring ideas
- Offer insight
- RFPs
- Understand contracting



Engage the Plan – Be Present

- Attend events
- Professional societies
- Web presence
- Maintain reputation



Engage the Plan – Be Prompt

- Know the RFP – Connect immediately
- Attend meetings on time
- Deliver on time
 - Proposal
 - Deliverables
 - Client service



Engage the Plan – Be Persistent

- Preferred contact
- Before/after RFPs
- Offer help
- Follow-up
- Before/after win/loss





Questions
