smps | Houston

THANK YOU TO OUR SPONSORS!

Diamond Sponsor

ARC™ Document Solutions

Gold Sponsor

OSC O'DONNELL CONSTRUCTION SNIDER

Est. 2006 COWGIRL promos

walter p moore

Silver Sponsors

Terracon

G. LYON PHOTOGRAPHY, INC.

Bronze Sponsors

JE DUNN CONSTRUCTION

Hello DianaBrown

Rogers-O'Brien CONSTRUCTION

DBR SERVICE | QUALITY | INTEGRITY | SUSTAINABILITY

KW LANDSCAPE ARCHITECTS

TELIOS

EMA DESIGN SOLVE ENHANCE

S&P SATTERFIELD & PONTIKES CONSTRUCTION, INC.

Kirksey ARCHITECTURE

Supporting Sponsors

pfluger www.pflugerarchitects.com



MARKETING TEAM'S ROLE IN BUSINESS DEVELOPMENT AND HOW MARKETERS CAN GAIN EQUITY

Presented by Sandi Lampshire, Horrocks Marketing Director
www.horrocks.com email:sandil@horrocks.com

SANDI LAMPSHIRE



80’s Nerd



Athlete/Captain/ Coach



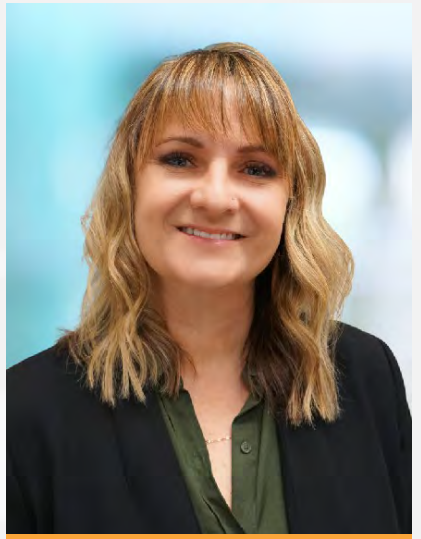
Traveler



Wife/Mother



Artist/Writer



Marketing Lead

Horrocks.


BIG POTENTIAL
Creative Retreat
Salt Lake City
2024
BIG POTENTIAL

AEC BUSINESS DEVELOPER





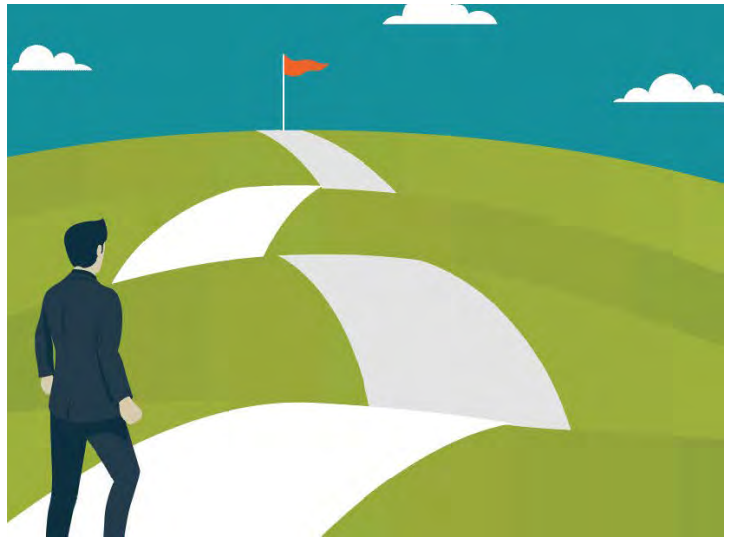

BUSINESS DEVELOPMENT

Business development is the **activities, strategies, and processes** that a company undertakes to grow and expand its business. Key components of business development include:

1. **Market Research and Analysis**
2. **Strategic Planning**
3. **Marketing and Brand Awareness**
4. **Service Development and Innovation**
5. **Sales, Networking, and Partnerships**
6. **Negotiations and Deal Making**

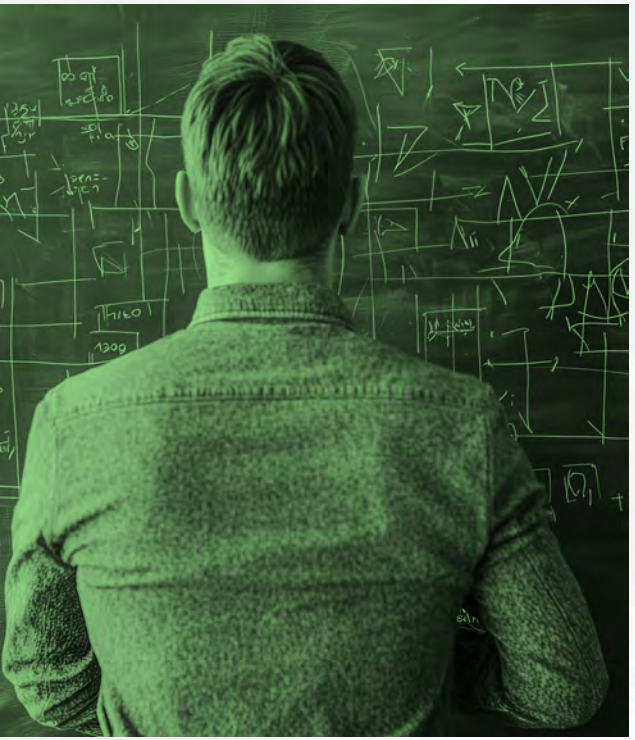
Overall, business development **combines elements of marketing, sales, strategic planning, and relationship management** to help a business grow and succeed in the marketplace.

HOW DOES MARKETING CONTRIBUTE?

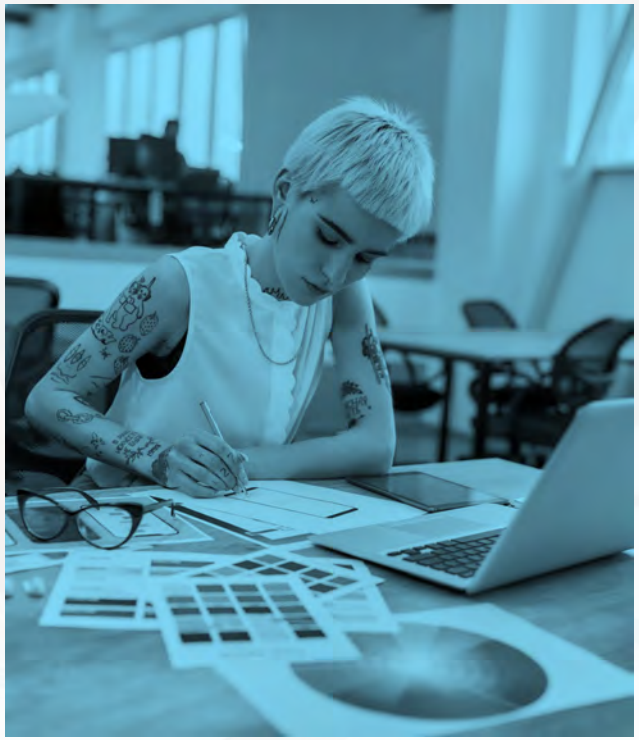


1. Know your strengths and talents.
2. Applying your strengths to generating revenue by expanding beyond proposal production.
3. Expanding beyond revenue to helping earn profit.

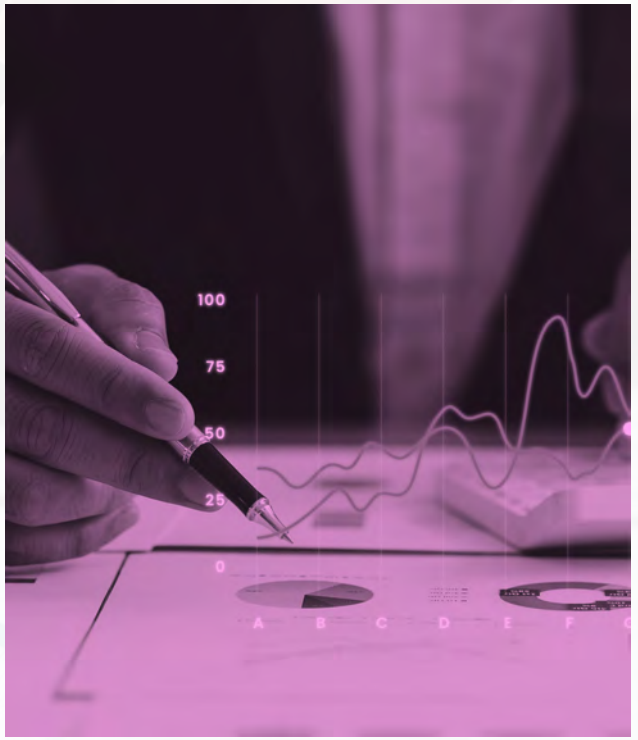
MARKETING ARCHETYPES



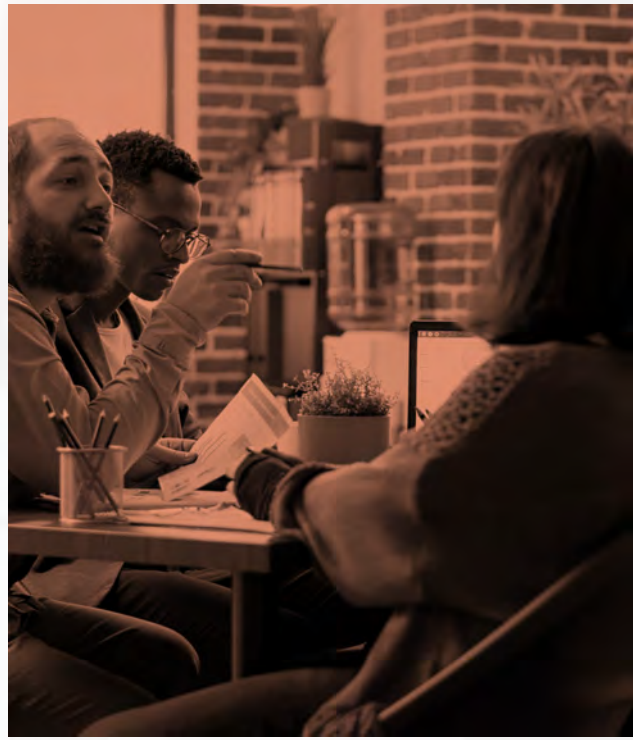
STRATEGISTS



CREATIVES



DATA ANALYSTS



NETWORKERS

THE STRATEGISTS

COMMON STRENGTHS

- Know the industry well
- Have a vision for the future and come up with big picture ideas
- Sort the clutter and organize efforts
- See patterns and anticipate obstacles to plan around
- Storytellers (weave all the parts together) – good writers

COMMON WEAKNESSES

- Can be seen as negative or questioning authority
- Can come off as bossy or arrogant
- Lots of planning and not action – need help executing ideas or figuring out details
- Need time to think and process

THE CREATIVES

COMMON STRENGTHS

- Make us look and sound good with writing or graphics
- Communications – help us connect with our audience
- Stewards of our brand
- Help us sell our culture
- Task oriented
- Deadline driven (mostly)
- Tend to be more introverted with high empathy

COMMON WEAKNESSES

- Siloed
- Lack context
- Make assumptions/don’t ask questions
- Spelling (graphics)
- Misunderstood and often undervalued

THE ANALYSTS

COMMON STRENGTHS

- Organized and love processes
- Provide historical context and data to make good decisions
- Statistics and reports
- Truth seekers
- Compliance
- Librarians/Researchers
- Improve our quality

COMMON WEAKNESSES

- High-stress, hand-wringers
- Can get caught up in the weeds
- Can identify problems but might lack creative ability to develop solutions
- Very literal and rule followers to a fault

THE NETWORKER

COMMON STRENGTHS

- Extroverted and makes friends easily/know everyone
- Connect people with other people
- Competitive
- Communicators/public speaking
- Client events/conferences
- Company ambassadors and good at recruiting

COMMON WEAKNESSES

- Need strategy/understanding of where they should spend time
- Racehorse that runs over the work horses
- Don’t like to be held accountable to others or follow processes
- Budgeting

DIVERSITY OF STRENGTHS

Executer	Influencer	Relationship Builder	Strategic Thinker
People with dominant Executing themes know how to make things happen	People with dominant Influencing themes know how to take charge, speak up, and make sure the team is heard.	People with dominant Relationship Building themes can build strong relationships that can hold a team together and make the team greater than the sum of its parts.	People with dominant Strategic Thinking themes help teams consider what could be. They absorb and analyze information that can inform better decisions.
Achiever Arranger Belief Consistency Deliberative Focus Responsibility Restorative	Activator Command Communication Competition Maximizer Self-Assurance Significance Woo	Adaptability Connectedness Developer Empathy Harmony Includer Individualization Positivity Relator	Analytical Context Futuristic Ideation Input Intellection Learner Strategic

Strategic Thinker
Help teams consider possibilities. They absorb and analyze information then make suggestions for better decisions.

Influencer
Know how to take charge, speak up, and make sure the team is heard.

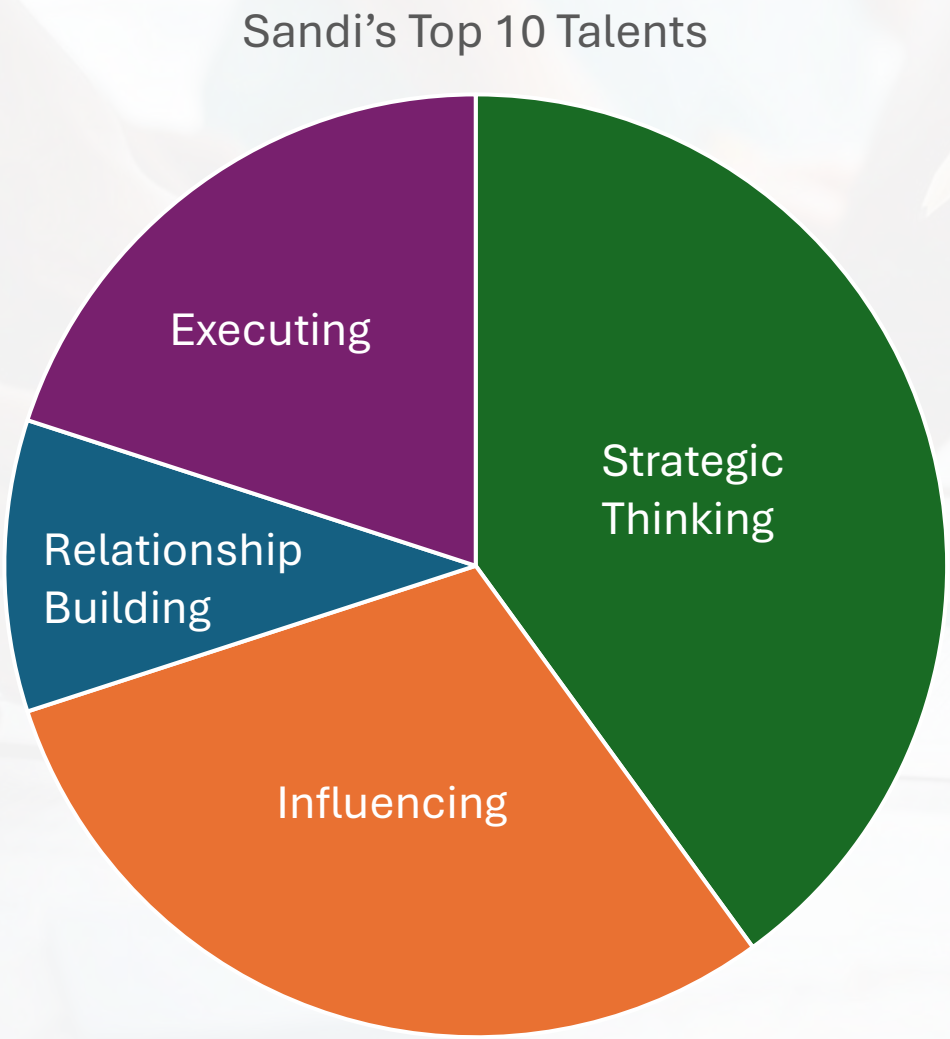
Relationship Builder
Help build strong relationships that hold teams together and make the team greater than the sum of its parts.

Executers
Know how to make things happen.

TEAM STRENGTHS

Strengths	Totals	Principal/Management Team							State Managers and Coordinators																													
		Shane	Sandi	Mike	Kammie	Kim	Melanie	Johnny	Alex	Amy	Antigone	Brookelyn	Cassandra	Cassidy	Collette	Dana	Hailey	Heather	Josie	Lauren	LeAnn	Rhianna	Stacey	Stephanie	Wendy	Aaron	Ben	Cole	Eliza	Emily	Jessica	Jordan	Krupa	Russell
Achiever	7			2							2					1				2				2								1		2
Activator	5	3							5					2					3									5						
Adaptability	10					3		1		1							5		2					4				3	1	1				1
Analytical	2	2																													5			
Arranger	4		3									5												5										5
Belief	3													3				4												5				
Command	1				3																														
Communication	2						5															5												
Competition	1										5																								
Connectedness	2				4																					1								
Consistency	2													5																			3	
Context	5			1																			3		4	5					3			
Deliberative	4																		1				2					4			2			
Developer	11					5		4		4						3	4	1		1	5				5		3						2	
Discipline																																				
Empathy	13					4							2	1		2	3	5				3			1		4		2	3		5	1	
Focus	1										4																								
Futuristic	5															4			5	3							1	2						
Harmony	7					2					1		4		1								5			4			5						
Ideation	2	1							3																										
Includer																																				
Individualization	3		4									3															2							
Input	12		2	4	1		3		2	5		2	5		3						2				2						4			
Intellection	11	4		3	2				4	3							2				3		4			3					2	4		
Learner	10		5		5							4			2					5	1			1								3	4	3
Maximizer	4							3		2																		1		2				
Positivity	4															5		2		4		2												
Relator	6	5					2	5				1			5																			4
Responsibility	13												3		4			3			4	4	1		3	2	5	4	3	4			5	
Restorative	4					1							1	4			1																	
Self-Assurance																																				
Significance	1										3																								
Strategic	7		1				1	2	1										4					3							1			
Woo	2						4															1												

KNOW YOUR STRENGTHS AND WEAKNESSES



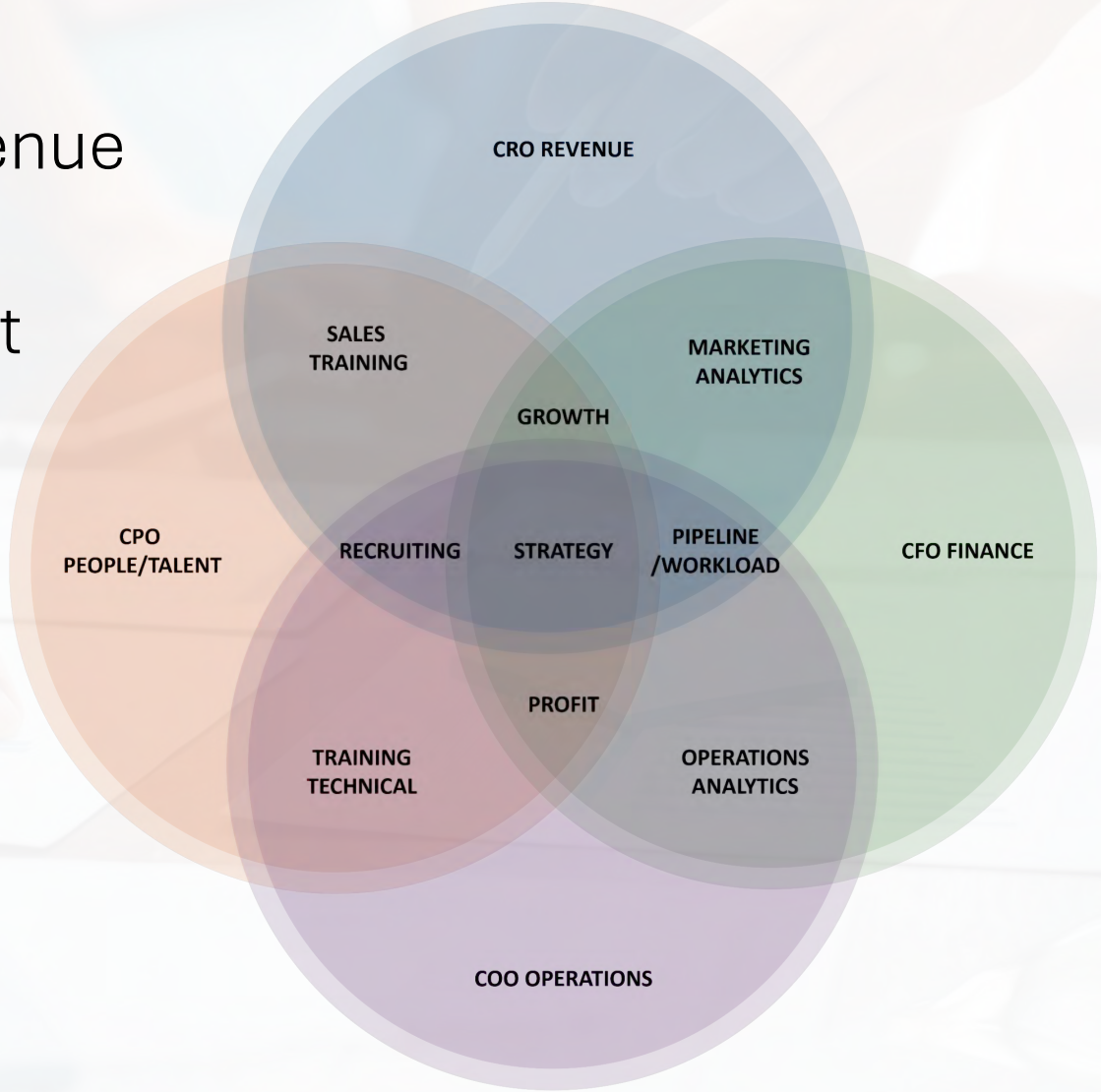


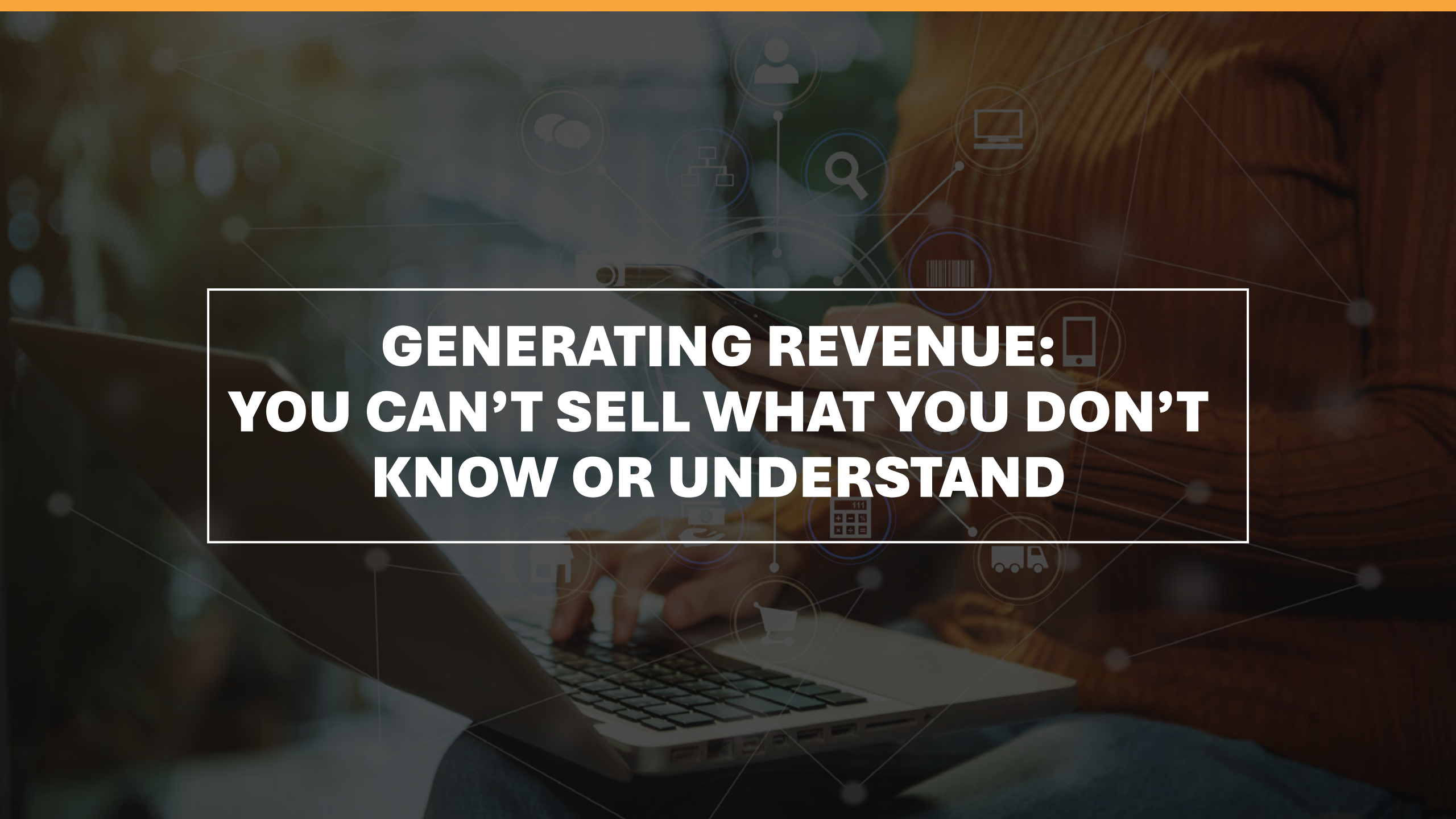


VALUE AND GAINING EQUITY

WHAT IS VALUED IN AEC INDUSTRY?

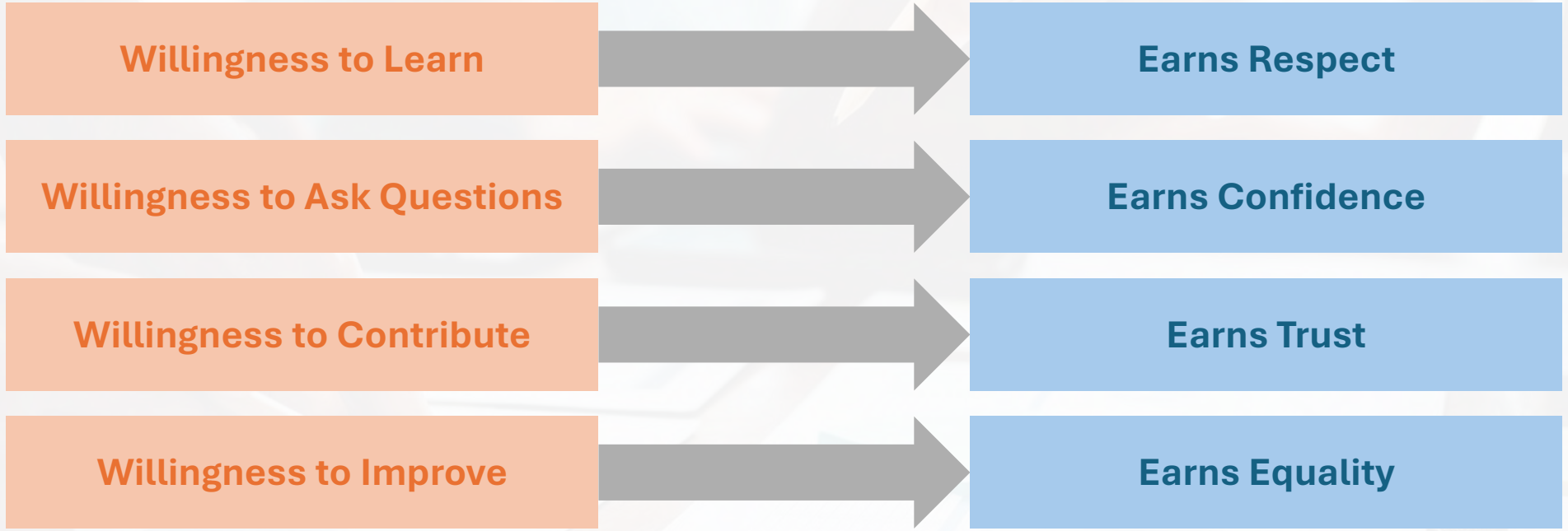
- Generating Revenue (Growth)
- Generating Profit





GENERATING REVENUE: YOU CAN'T SELL WHAT YOU DON'T KNOW OR UNDERSTAND

WHY IS THIS IMPORTANT?



FIVE STAGES OF GENERATING REVENUE

1	2	3	4	5
Strategic Planning	Lead Identification/ Development	Opportunity Development	Proposal/ Interview Development	Client Maintenance

Business Development


PARTNER
SHIP



GO TO CLIENT MEETINGS

Option for Remote: Fly in for big meetings, attend meetings virtually, or follow up with tech staff and ask questions right after the meeting because chances are they didn’t take notes

WHAT TO DO AT A CLIENT MEETING

PREP MEETING

- Research and develop questions document.
- Prepare maps or org charts for discussion
- Bring key team members and assign questions to each.

FORM A RELATIONSHIP

- Get to know the client and how they feel about the project.
- Make sure there is good back-and-forth conversation.

YOU ARE A VALUED TEAM MEMBER

- Don’t be a wallflower.
- Shake hands and ask questions about the upcoming RFP format or about the project.

TAKE NOTES

- Type or write answers to all the questions so the technical team can be present.
- Listen to their emotions about topics (worry, fear, excitement, bored, etc.)

READ THE ROOM

- Assess personalities and compatibility.
- Understand their needs (personal and project).





GO TO A SITE VISIT

Option for Remote: Fly in for big projects or look at the project on Google Maps and have tech staff walk you through the project, take notes and ask questions

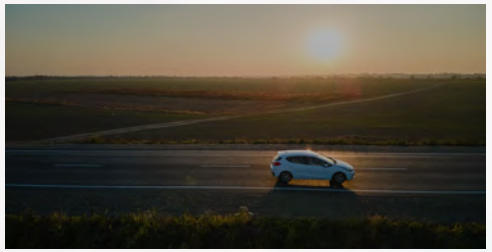


RESEARCH LOCATION

Research before visit on Google Earth.

Note site details that you should explore.

Take a map to write down risks and location details.



RECORD THE DETAILS

Walk audit or drive the corridor.

Record details about the Site/project such as business access, pedestrian/bike access, bus or transit stops, property impacts, utilities, wetlands, staging areas for construction, etc. Verify team after.

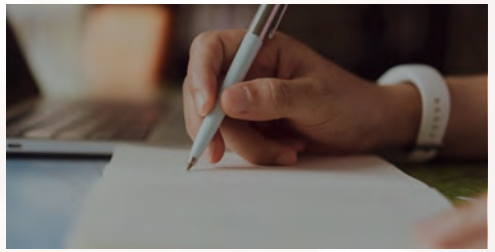


BRAND AND THEME

Take note of set and setting.

Natural features: canyon, mountain, desert, lakes, etc.

Project Context: community, residents, neighborhoods, urban or rural area, aesthetics, special features, landscaping, lighting, etc.



APPROACH SET UP

Risk and mitigation list.

Write down everything that is a risk to the success of the project.

These can be spatial on the map or overall project risks.

Take photos.



QUESTION EVERYTHING

Ask questions!
Client's miss critical scope items all the time.

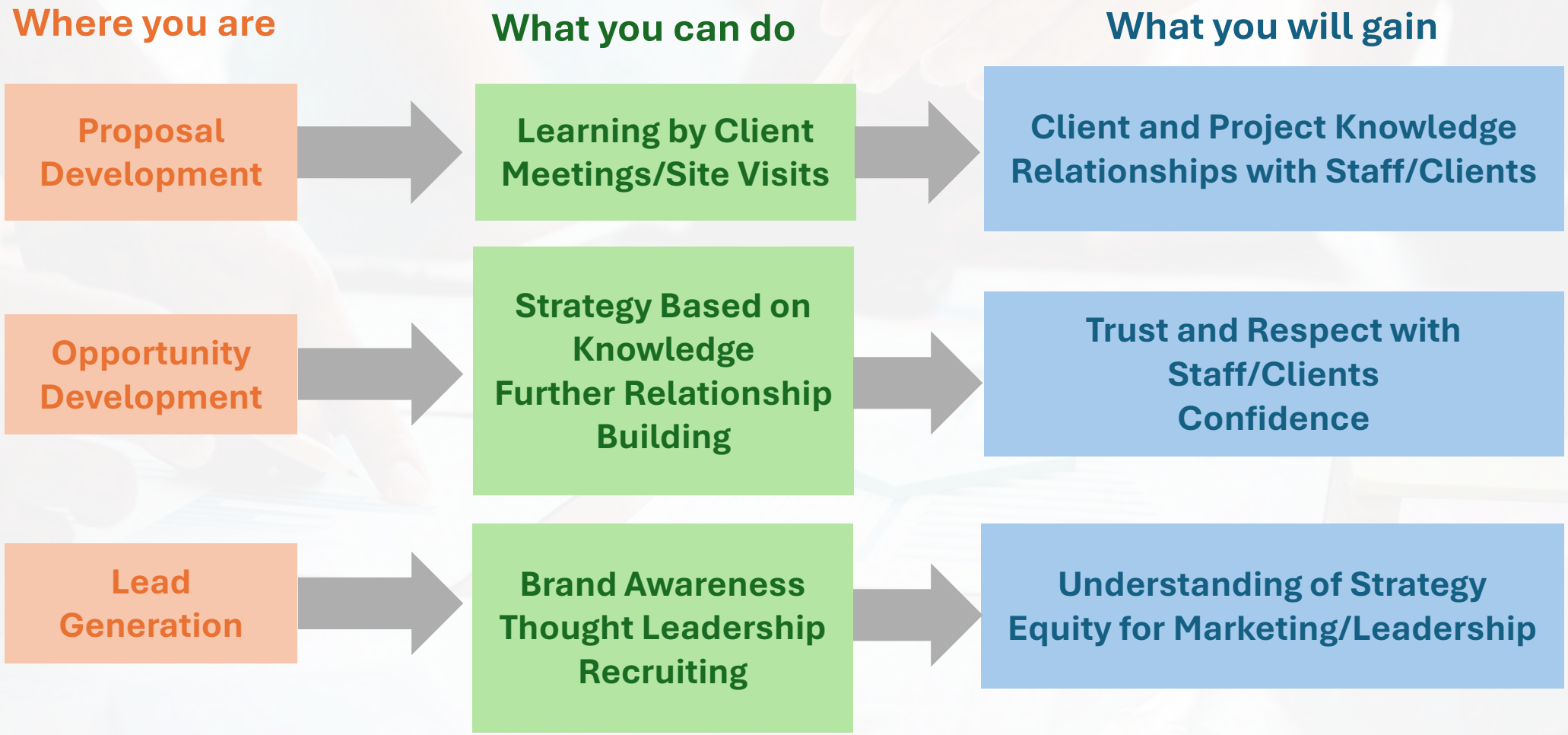
Your understanding of the scope of work will help with writing and editing.

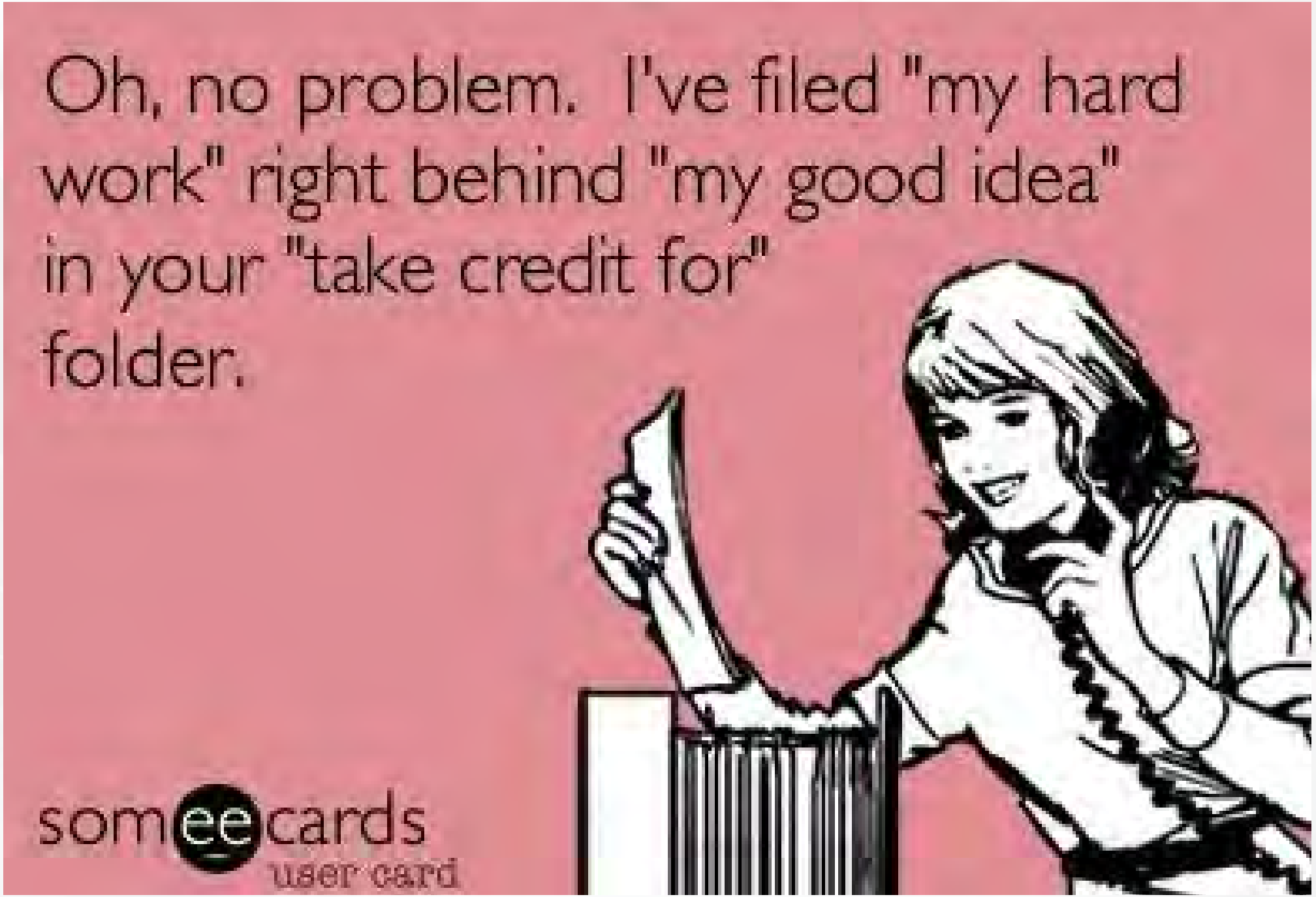
FIVE STAGES OF GENERATING REVENUE

1	2	3	4	5
Strategic Planning	Lead Identification/ Development	Opportunity Development	Proposal/ Interview Development	Client Maintenance

Business Development

ADVANCING YOUR BD MOVES




Oh, no problem. I've filed "my hard work" right behind "my good idea" in your "take credit for" folder.
someecards
user card



GENERATING PROFIT: USE TALENTS TO EXPAND BILLABLE SERVICES

GENERATING PROFIT: GROWTH MINDSET

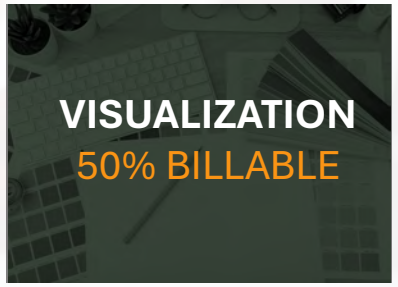
BILLABLE GROUPS













Corporate Communications

Public Involvement


QUESTIONS?

FOLLOW AEC MARKETING MEMES







