

Securing 'tight' specifications

Issues

Final product selection for the majority of projects has many influencers. Specifiers want to know that construction products manufacturers and suppliers can confidently offer cost effective, practical solutions for their design issues.

The salesperson who understands the specifier's world; their needs, concerns and what is important to them, is much more likely to prove this and secure the sought after projects.

This course will enable participants to deepen their knowledge and understanding of the key areas within the specification market and how they can best approach the decision makers and influences to maximise opportunities for success.

Benefits

- Gain a greater understanding of the specifier's world
- Learn how to influence specifiers
- Successful approaches for all types of specification
- Identify the most effective selection of contracts
- More accurate identification of the right projects to track
- Secure more specifications
- Reduce the risk of specification breaking

Programme

- The specification process from design to the start on site
- Project tracking
- The benefits/challenges of selling to the construction industry
- The various types of specification
- The different types of projects/contracts and how they should be approached
- How to build long term relationships with the specifier
- Timing issues
- Project influencers /project decision makers

To help participants gain the most out of the session group discussions and activities, all are based around the construction products industry.

Cost per participant £345.00 to include refreshments, lunch, course notes and personal action plan.

For information on all our courses and services, contact KSA Sales Solutions on **01189 402981**, email mail@ksa-ss.co.uk or visit our website at www.ksa-ss.co.uk

KSA Sales Solutions Limited, The Spinney, Siplake Row, Binfield Heath, Henley-on-Thames, Oxfordshire RG9 4DR

