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Business Development, Marketing & Proposal Basics for the General Contractor, an AGC WebEd Series

In the business world we live in today, there is no such thing as a single person, process or strategy that sets a company apart from the competition. Evaluation of your services has become more complex and the ability to market yourself and grow during this unusual time due to COVID-19 can make you feel over-extended no matter if you are small, mid-sized or large.

Despite these challenges, including the restrictions and other impacts caused by the current crisis, we are all fortunate to be a part of the construction industry and to be considered an essential business. Although the strength of our economy is currently under intense pressure and scrutiny, we must still take advantage of this time to fine-tune our processes, skills and people, and learn how to out-shine the competition whether it be from home, through virtual gatherings or even social distancing.

In this article, we are introducing three topics that will be showcased in our upcoming 2020 AGC Business Development WebEd Series that will be sure to improve your business.

We will be sharing relevant articles and conducting webinars that will focus on the basics of Business Development, Marketing and Proposals. We are very excited to introduce this WebEd Series, because we know each one will help you improve yourself and your business, and will allow you to take the next steps towards winning more work and reducing waste.

Business Development. Starting in May, we will kick-off the WebEd Series with the Business Development topic. We will be discussing processes and strategies that you can apply to your current Business Development efforts. We will also provide tools that will help you improve your current program and organize the way you approach, manage and implement Business Development as it relates to your employees, software/systems, performance metrics and budgeting.

Marketing. The next WebEd will take place in June and will introduce you to the basics of Marketing. An article will be shared prior to this

topic's presentation and will serve as a great introduction on how to build an effective Marketing program for your firm. Topics to be discussed will include the different types of Marketing and how to simplify and enhance your Marketing strategy and approach. In addition, new trends in Marketing, social media and the latest and greatest software and systems will be shared in detail with an important focus on how to measure and improve your marketing performance, and how to plan and budget for the future.

Proposals. To conclude this year's WebEd Series, we will be discussing the art of producing effective Proposals and how to conquer your next interview, in July. No matter how much you excel in Business Development and Marketing, you must be strong in producing Proposals and conducting client interviews. This WebEd will go over the basics of Proposal writing, the different types of Proposals, and how to make your Proposals stand out from the competition. To follow, we will discuss how to coach others and prepare for an interview, and how to deliver a persuasive pitch to the client you have been chasing for years.

We encourage every position or branch of your business to be a part of this upcoming WebEd Series, because the only way to really thrive is if everyone within the company understands that they each play a crucial part in your company's Business Development efforts and success. We are confident that by the end of this WebEd Series, you will be more prepared to improve and grow your talent within your company, expand your client map and continuously improve your processes and strategies. Webinar registration is now open.

AGC of America is committed to providing members with valuable resources and updates during these challenging times. To find the latest resources and information on impacts of COVID-19 on the construction industry, please visit <https://www.agc.org/coronavirus>.

ABOUT THE AUTHOR

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L I N B E C K

Todd is a Project Manager and is involved in Business Development for Linbeck Group, LLC. His project experience includes healthcare, commercial, residential and non-profit. Todd has served in the construction industry for over 8 years after graduating from Texas A&M University with a Bachelor of Science in Construction Science. He has spent the majority of his career serving his clients in North Texas and is responsible for managing all aspects and phases of a project from start to finish and consults with clients and architects to assure overall client and team satisfaction.