



Business Development in a 'Build, Baby Build' Market

Business Development Best Practices Series

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We have been here before; in the not too distant past actually. Those that can recall the real estate boom in the 2004-2008 years might be seeing the same model developing, or maybe it has already developed in your area. The buyout meeting that doesn't begin with 'have you covered the scope, bid per plans and specs' but begins with 'we are buying schedule and contract, do you have the men or equipment available?'

At times, relationships fall by the wayside when the times are this good. We don't need to try as hard to win work as long as manpower or equipment do not become an issue. In lean times, money becomes the driving force so we have to work harder to find separation in a dollar driven market. When it gets good, some tend to drop or back-off on marketing and business development spending.

This is the absolute wrong approach. In times like these, we are updating safety gear, accounting and estimating software, maybe some new vehicles or a long sought-after piece of equipment. Don't lose sight of your Business Development team. Now is the time to educate your team and support their growth in technical knowledge and developing relationships. Look for those paths to distinction, possibly join a trade organization to expand your expertise and grow your connections.

I have had the pleasure of spending the last three years on the Associated General Contractors Business Development Forum Steering Committee, a period of time I will always remember. It was my thought when I joined that I could learn from the large contractors

and take notes to use at work. Instead, it was a group that meticulously worked towards self-established goals of training others, tracking metrics so they could continually improve on what they produced. It is this dedication to continued growth that I will take away as a guiding principle.

We have created resources for others to use and webinars that were professionally developed and presented and very well received. All of this will help others grow their market. These papers, webinars and tutorials are not geared for the largest contractors, they are developed with everyone in mind; small contractors looking to grow can find invaluable information just by being an AGC member.

Take advantage of the opportunities offered. You will grow personally as well as gain new insight as to how to expand your company.

#AGCBizDev



About the Author:

David Little

As Chief Business Development Officer at The Gallegos Corporation, Dave is directly responsible for providing strategic development oversight for all divisions of the company. Dave works with Area Managers in developing bid strategies and leads our contract negotiations on large, multi-phased, complex projects.

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