Creating an Unfair Advantage

Business Development Best Practices Series

Contractors’ get work departments can be like a car with a bad alignment. While everyone is working hard to get where they want to go, some of the effort is being pulled toward the “ditch” of low hit rates, missed opportunities and undeveloped client relationships. All that is needed are a few key adjustments to win your fair share of work.

Know Your Real Costs
How often have you heard another contractor, or perhaps your own team, say, “that contractor is bidding below their costs?” Some companies are not responsible bidders, but sometimes those other bidders have been working hard to find better and faster ways to approach construction.

Knowing your costs means having real-time feedback from the field on estimating, building in strategies that help you get competitive and knowing enough about a customer to get the inside track on what they are really looking for.

Not all projects or customers are created equal. Leverage the real-time feedback loop from the field to estimating to get a pulse on what it costs to build projects right now. Engage the field in helping to decode future work strategies. Digging into the facts can frequently give you the inside edge on projects.

Use this advantage to find those projects that are worth investing a bit more time and effort into in order to come up with a strategy that delivers a competitive advantage on price WHILE driving up your profit margins.

Key Takeaways:
- Capture real-time cost feedback on projects to give you the inside track on the next job.
- Track what it costs to target and win work. Otherwise, how do you know if you are spending too much, too little or just the right amount?
- Spend more time talking with customers and prospects to find out how you really are or could be different from the competition. Give them a reason to pay just a little bit more for you and your team.

Conclusion
Stop driving your get work “vehicle” with a bad alignment. Give it the tools and strategy it needs to win. Anything less is hard on the driver, tires and gas mileage. Plus, who wants to risk an inadvertent dive into the ditch?

About the Authors:
Cynthia Paul & Mike Clancy
Cynthia & Mike are both principals at FMI, the leading management consulting, investment banking and people development firm dedicated exclusively to the engineering and construction industry.

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