



# Construction Selling Skills

SELLING SKILLS FOR SELLER-DOERS



For program details, visit us at  
[fmicorp.com/programs](https://fmicorp.com/programs)



## ABOUT THE PROGRAM

Stop selling and start learning how to help customers buy your services. Learn a strategic approach for selling more than a low price. Discover how to set your firm apart from the competition in our hands-on, three-day Construction Selling Skills course for seller-doers.

You will learn tried and tested approaches for uncovering customer hot buttons, building compelling selling messages and using objections as an opportunity to create additional value. You'll see immediate results in improved hit rates, profit margins, backlog and expanding customer base.



## DEVELOPED FOR

- Presidents
- Vice Presidents
- Heads of preconstruction, estimating, operations or business development
- Seller-doers throughout the organization

*The [Construction Selling Skills] program definitely took me out of my comfort zone. While it felt uncomfortable at times, it showed me flaws in my selling style that I need to work on.* ”

— Camran Patrono  
Business Developer  
MAPP



## BENEFITS

- Evaluate and cultivate the right contacts.
- Know where and how to invest your time for optimum results.
- Discover how to incorporate win strategies to distinguish your firm from the competition.
- Use the selling process to establish a lasting relationship.
- Turn customer concerns and challenges into crucial selling messages.
- Navigate through the web of decision-makers and influencers.

- Sell more to existing customers while expanding your list of contacts.
- Get ahead of the selection process by positioning your firm to win.

FMI can help you create the vision and strategy to drive your company to the next level of success. If you want to get ahead of the competition, differentiate from the competition or simply win more profitable work, FMI has a proven approach to generate measurable results.



## AGENDA OVERVIEW

### Day 1

- Strategy Development
- Visioning Your Direction

### Day 2

- Market Research and Competitive Analysis
- Evaluating Business Development Effectiveness

### Day 3

- Attacking the Market — Building Your Go-to-Market Strategy
- Getting From Concept to Results — Building Traction

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