



Market & Selling Strategies

IS YOUR COMPANY'S STRATEGY WINNING WORK?



For program details, visit us at
fmicorp.com/programs



ABOUT THE PROGRAM

Market & Selling Strategies is a three-day, immersive course that helps you form a strategy for where and how to accelerate company growth. You will learn about facts and data essential to building go-to-market strategies that drive market share and profits. Having an effective strategy sets the foundation for generating consistent backlog from which to build talent, core capabilities and market recognition. The insights you uncover will help you adapt to ongoing changes in your business environment, including clients, customers and key industry trends.

Translate strategy into action on your next pursuit. Position your business early and capture the right projects, all while learning how to effectively manage your time. Market & Selling Strategies provides you with insights, tools and strategies to profitably grow your company.



DEVELOPED FOR

- Presidents
- Vice presidents
- Heads of pre-construction, estimating, operations and/or business development and marketing
- Leaders responsible for market-level strategy and/or get-work functions

This program is very informing. I discovered 'business development' is more than just 'sales'; it can influence a process that is valuable and vital to today's construction industry.



— Joshua Payne
Business Development Manager
Southern Industrial



BENEFITS

- Explore the elements of effective go-to-market plans.
- Utilize the FMI strategy model to explore the market context impacting your strategy.
- Understand the two strategy questions that are at the heart of growth.
- Learn to objectively evaluate strategy for clarity, speed to market, value and fit.
- Leverage FMI's proprietary best practice database to analyze your get-work efforts.
- Discover how to implement your go-to market strategy.
- Rethink how you invest your time.
- Translate your go-to-market plan into a winning strategy on your next project pursuit.

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

For program details, visit us at
fmicorp.com/programs