



Gilbane Rising Contractors Program

Session Eight
Business Development and
Networking

May 24, 2022



Ground Rules & Expectations for this Zoom Session



This one-hour session **will be recorded**.



Ask questions in the chat or verbally in breakout sessions.



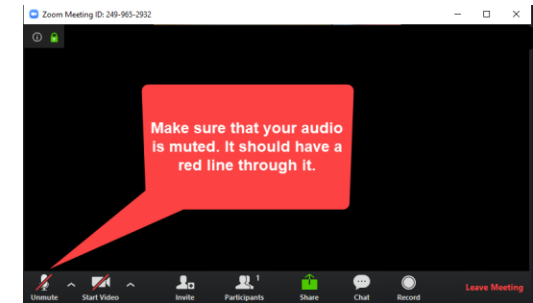
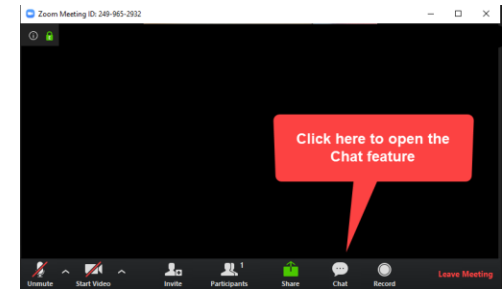
Please take note of what you enjoyed about this session or what you think can be improved. There will be a survey at the end.



You can **expand/contract** the viewing windows by sliding the handle between panels.



Please **stay on mute** during initial presentation.



Welcome!

Just a couple of housekeeping items before we get started.

Your Zoom Name:

Please "rename" yourself using the following convention:

Your State_Your Name_Your Company

For example: NY_John Rooney_Gilbane

Click the participants tab, then "more" next to your name. Click Rename.

Regions:

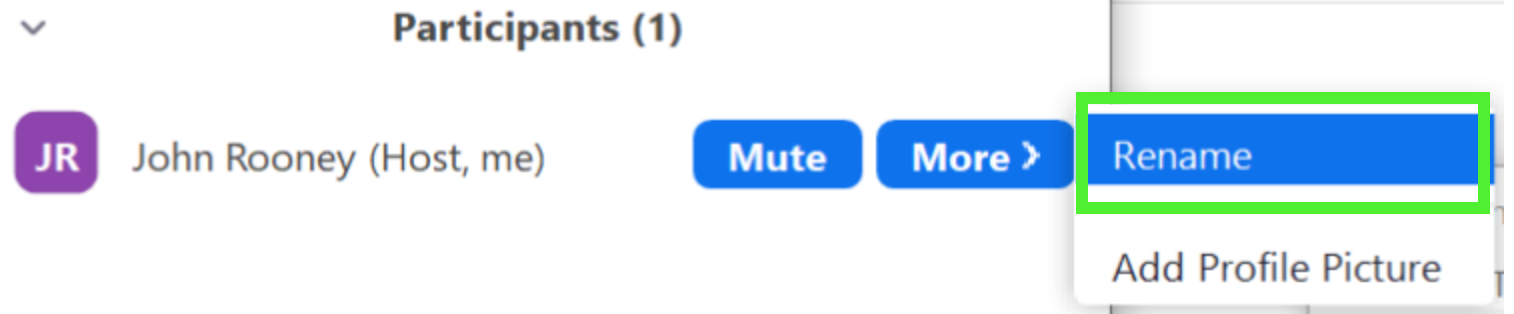
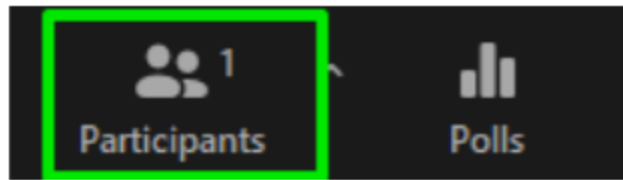
NY (New York)

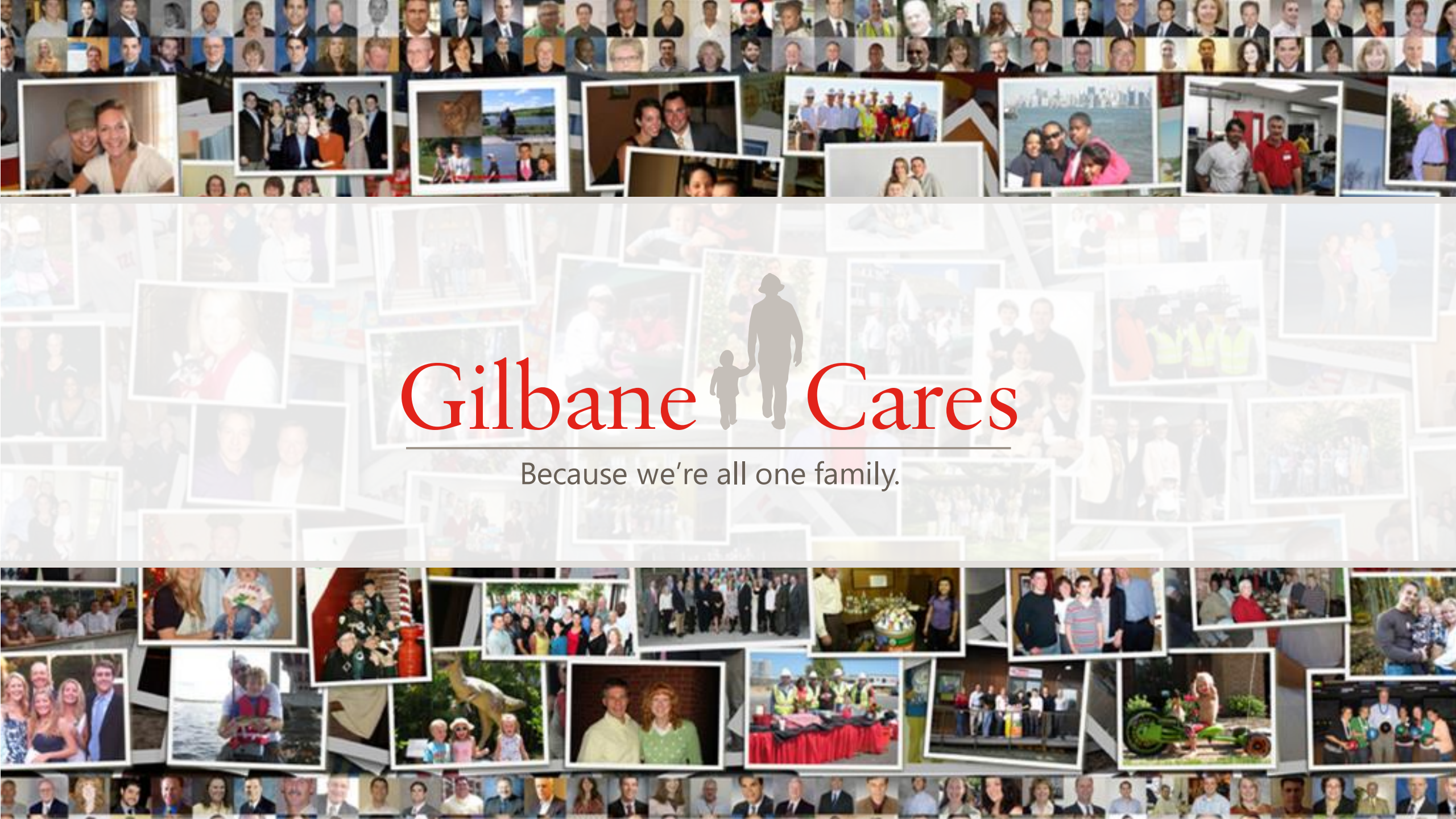
MARO (Mid-Atlantic/DC)

SE (Southeast/Florida)

OH (Cleveland/Columbus)

MW (Chicago and Milwaukee)





Gilbane Cares

Because we're all one family.

Introductions



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Three Key Takeaways

- There are multiple influential parties involved in construction decision making and you should make efforts to form relationships with project executives (decision-makers), preconstruction managers (influencers) and purchasing manager (influencers)
- You need to have a compelling 30-second elevator pitch at the ready - make sure you lead with something that demonstrates your unique value proposition and really grabs the interest of the listener.
- LinkedIn is an essential business tool. You can maximize your network reach and visibility through intentional content, using personal/company/employee pages, and joining targeted groups.

Growing Your Network

- Invest the Time....
- But Be Targeted – Your time is your treasure!
- Be Prepared – Know before you go....
- Get involved!
- Explore Partnerships



Growing Your Network

- Meet them where they are!
- Breakfast/Lunch & Learn/HH
- Have a pitch & a presentation

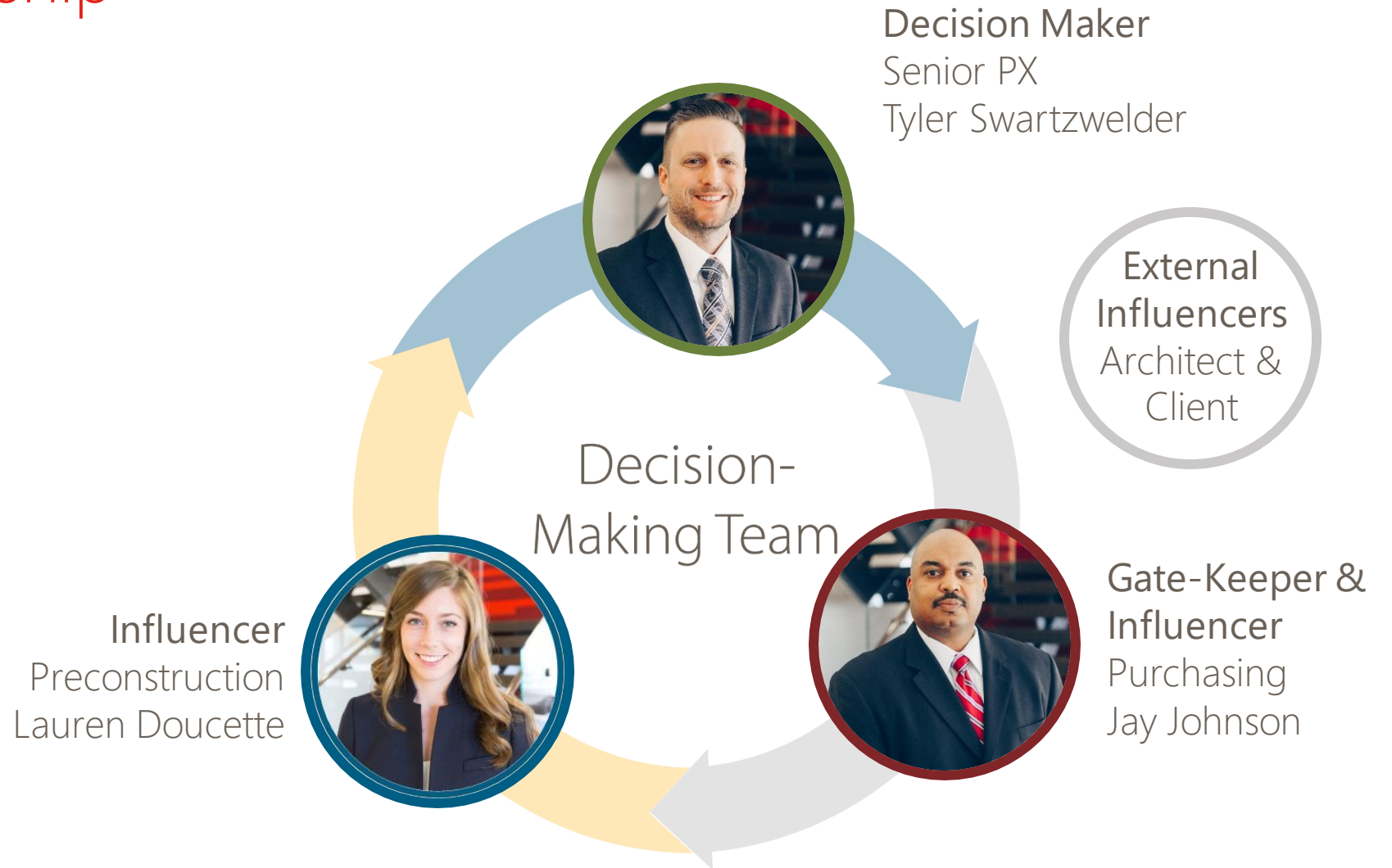


Grow a Champion(s)



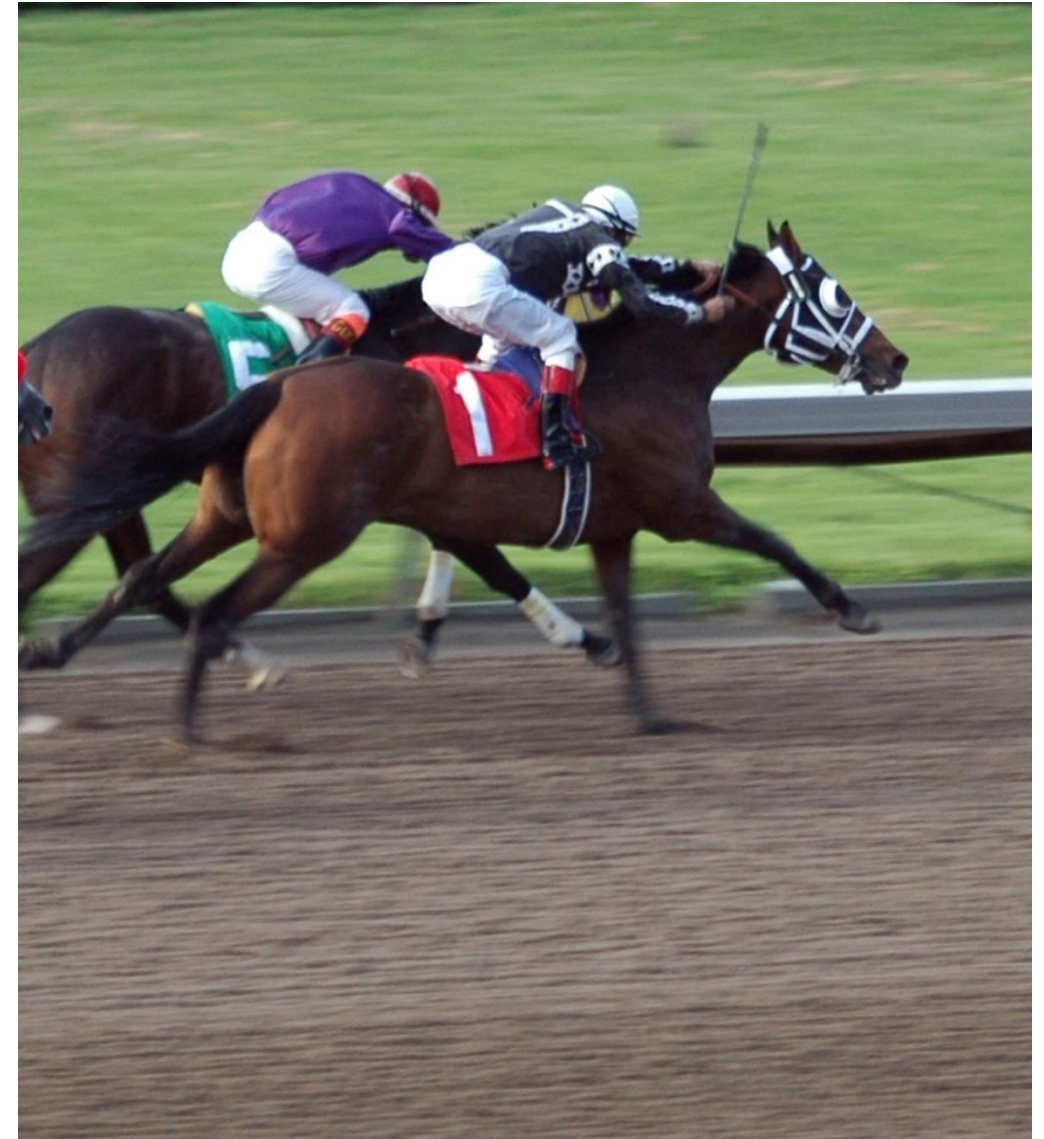
Elevate the Relationship

- Communicate
- Keep Your Info Current
- Make it Easy!
- Solicit Feedback
- Deliver



Differentiate from the Competition!

- Identify Your Differentiators
 - > Responsiveness & Reliability (“easy button”)?
 - > Price?
 - > Reach?
 - > Certifications?
- Communicate it!
- Develop your Elevator Speech!



What is an Elevator Pitch?

- Idea that you could deliver a quick summary of your business in the time span of an elevator ride – 60 seconds or less
 - About your business, about you, about your market, about your differentiators, about your culture.
- Keep it short, memorable with a hook
- Practice, practice, practice



When would I use an Elevator Pitch?

- Client/CM/Engineer interactions
- Business/industry event (tradeshows, seminars, conferences)
- Airport/travel
- Community events
- Elevator!
- **Anywhere, any time!**



Anticipate Questions, Be Prepared

- What is the size of your company?
- What markets do you work in?
- What have you done locally?
- What makes you different than the competition?
- What size projects do you usually manage?



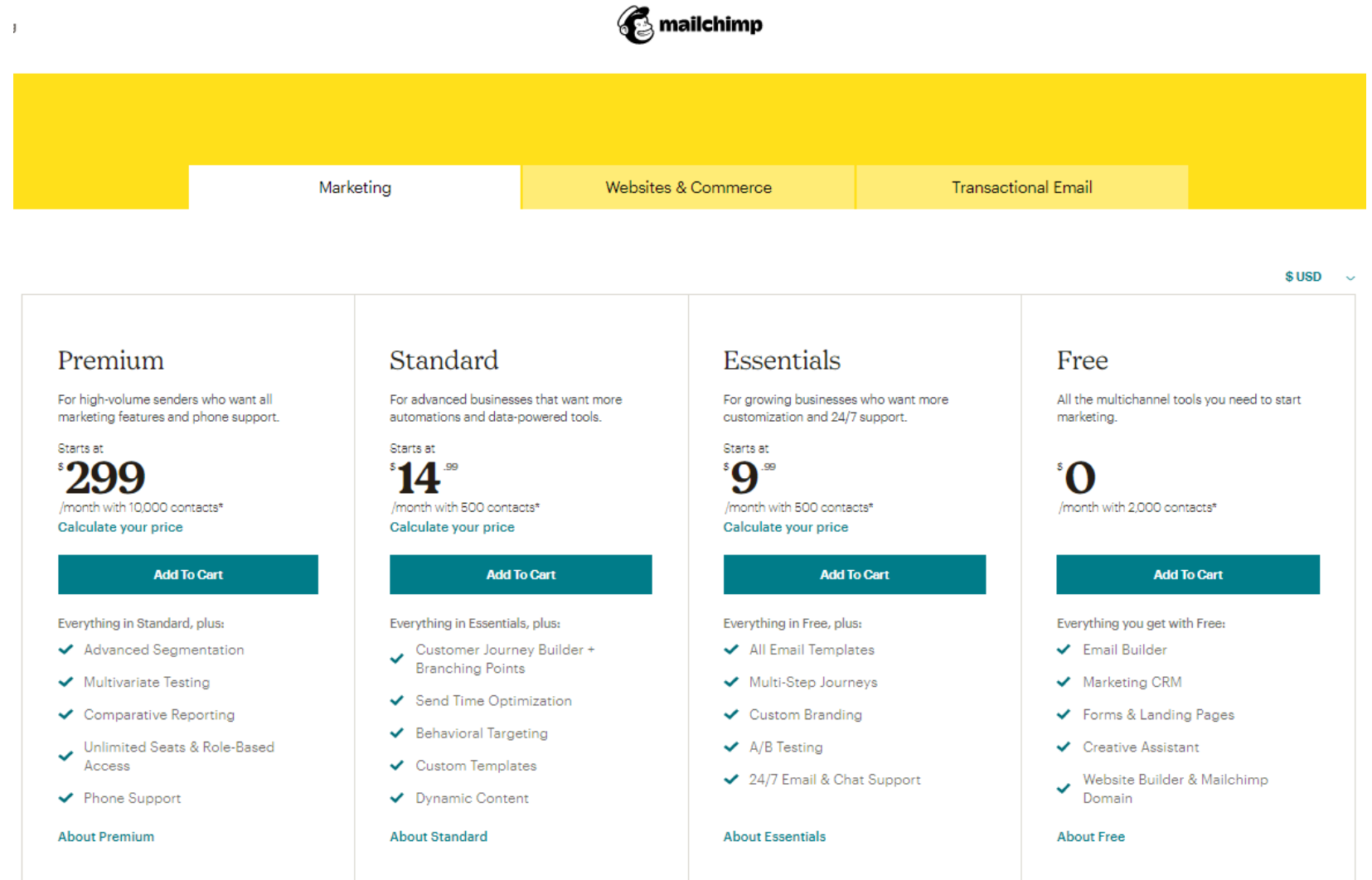
Maximize your Impact

- First impressions are lasting impressions.
- Virtual Meetings
 - Expanded opportunity to connect
 - Customize your background
 - Keep your camera on
 - Get creative!



Communicate Your Value to the Marketplace!

- Free programs to help you connect with your clients
- Social Media of course....



The screenshot shows the Mailchimp pricing page. At the top, the Mailchimp logo is on the right. Below it is a yellow navigation bar with three tabs: 'Marketing', 'Websites & Commerce', and 'Transactional Email'. The 'Marketing' tab is selected. Below the navigation bar is a currency selector showing '\$ USD'. The main content area displays four pricing plans: Premium, Standard, Essentials, and Free. Each plan includes a description, starting price, contact limit, an 'Add To Cart' button, a list of features, and a link to 'About' the plan.

Plan	Description	Starts at	Contact Limit	Key Features
Premium	For high-volume senders who want all marketing features and phone support.	\$299	/month with 10,000 contacts*	Advanced Segmentation, Multivariate Testing, Comparative Reporting, Unlimited Seats & Role-Based Access, Phone Support
Standard	For advanced businesses that want more automations and data-powered tools.	\$14.99	/month with 500 contacts*	Customer Journey Builder + Branching Points, Send Time Optimization, Behavioral Targeting, Custom Templates, Dynamic Content
Essentials	For growing businesses who want more customization and 24/7 support.	\$9.99	/month with 500 contacts*	All Email Templates, Multi-Step Journeys, Custom Branding, A/B Testing, 24/7 Email & Chat Support
Free	All the multichannel tools you need to start marketing.	\$0	/month with 2,000 contacts*	Email Builder, Marketing CRM, Forms & Landing Pages, Creative Assistant, Website Builder & Mailchimp Domain

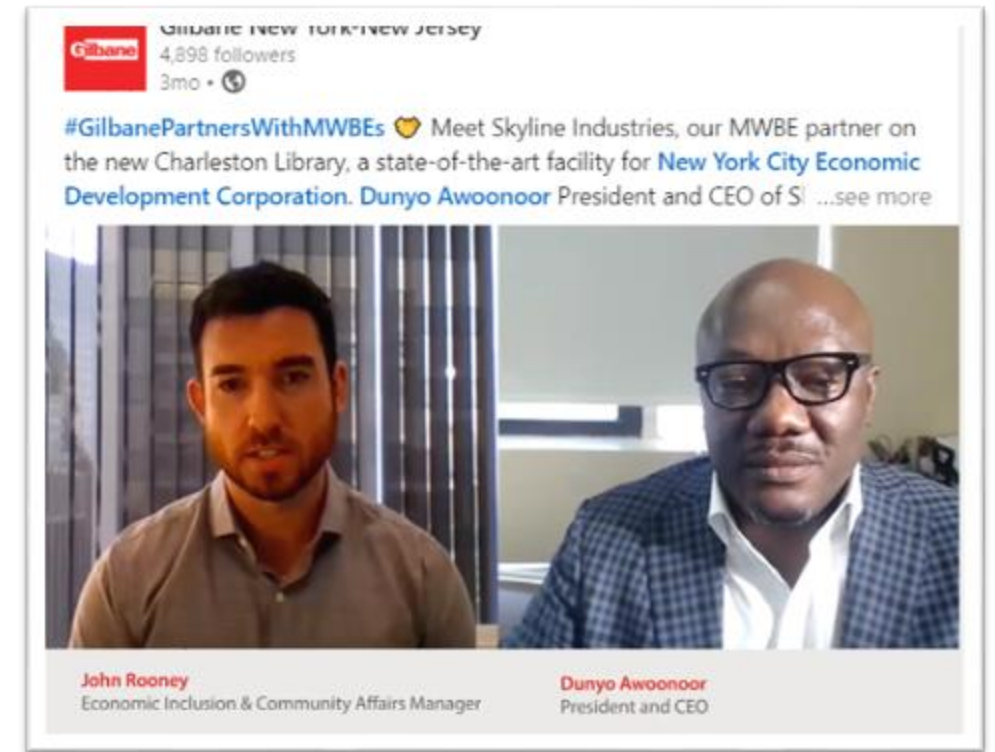
LinkedIn Musts

- Create Personal and Company page
 - Include a headshot
 - Add your logo!
- Encourage employees to create pages
- Join groups
 - Create your group
- Engage with content
- Leverage your partners pages!

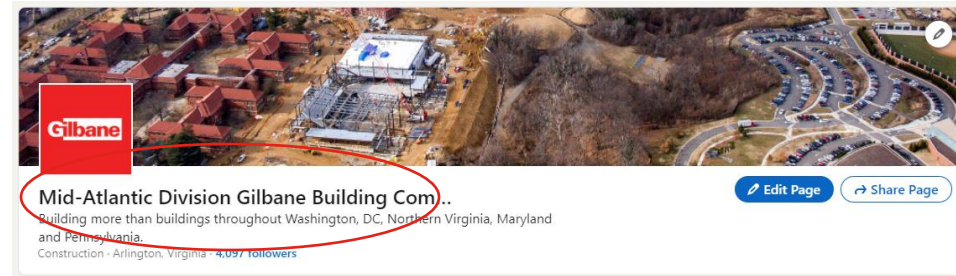
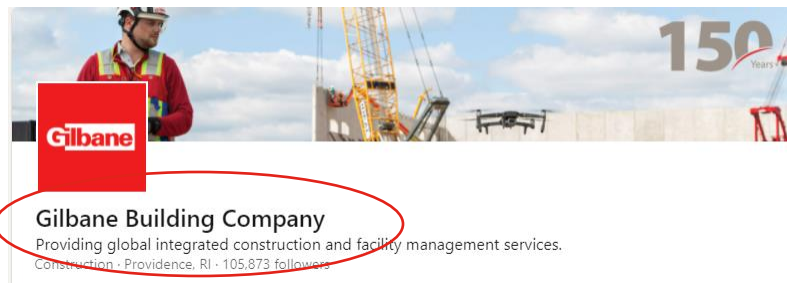


LinkedIn Tips

- Keep professional – including your headshot!
- Use imagery and videos
- Find customers and make connections
- Post targeted content
- Review the free trainings on LinkedIn
- Analyze the data



Hurry and follow Gilbane!



Congratulations!

- You will receive an email with your certificate and badge in the coming week
- Post your accomplishment to your LinkedIn page – engage your network!



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Questions?