

5 THINGS

ARCHITECTS, ENGINEERS, AND CONTRACTORS SHOULD FOCUS ON FOR CLIENT INTERVIEWS

Having a game plan is important.

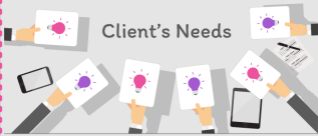
1 Preparation



Sit down and brainstorm creative ways you are going to solve your prospect's problem.

Focus on what they care about and what's important to them.

2 Creativity



Be creative and original. This is what wins projects with owners, because they see you've thought about THEIR project and how you will apply all your valuable experience to their project.

3 Practice



Brainstormed about the content of the interview, then you can prepare handouts and visual aids. You should NEVER start with the handouts and visual aids.

Your team needs to practice... out loud... two to three times before the interview. Practice makes everyone comfortable.

4 Engagement



Make eye contact
Listen to your audience
People do business with people they like and trust. Be their trusted partner.

5 Follow Up



Write a hand written thank you note.
Gather feedback about your interview.

You aren't going to win every job you interview for, but if you have included these five things in your interview process, you'll win more work overall!

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