



SMPS SWRC Buildig a Seller-Doer Culture

According to SMPS/SMPS Foundation research, during the next 10 years, over 50% of architectural, engineering and construction firms are expected to increase their use of seller-doers and almost 40% of the firms who participated in the research also say they've already increased their use of seller-doers during past 10 years. Join SMPS SWRC for a special, high level, full-day program targeted to Principals, C-Suite, senior level business developers and marketers looking to create or enhance a seller-doer model in their firm. Participants will work together to each develop their own seller-doer implementation plan through hands-on exercises, peer discussions, case studies and presentations featuring best practices that will help them create or enhance a successful seller-doer culture and program that fosters strategy, teamwork, accountability and recognition that drives success and increased revenues.

Moderator and Presenter: Jennifer Newman, CPSM – CEO, Ignite Coaching & Consulting, Salt Lake City

Presenter: Wally Hise, PE – Vice President Marketing & Business Development, HDR, Salt Lake City

Presenter: Frank Lippert, CPSM, FSMPS – Founder / Partner, Go Strategies, Sacramento

Presenter: Donna Corlew, CPSM, FSMPS – Chief WIT, C*Connect, Nashville

AGENDA

Table Exercises are built in throughout

8:00 AM – 8:15 AM Welcome and Explain the Implementation Plan Workbook

8:15 AM – 8:45 AM Effectively Leading a Seller-Doer Culture – Jennifer Newman

8:45 AM – 10:15 AM Setting Up Your Business Development Process – Donna Corlew and Frank Lippert

- Organizational Structure
- Shifts in Strategic Planning for the Seller-Doer Model
- Implementing a Business Development Process

10:15 AM – 10:30 AM Break

10:30 AM – 12:00 PM Setting Up Your Seller-Doer Process – Wally Hise

- Understanding the roles of Business Developer, Seller-Doer and Marketer
- Practical aspects of a process that you can implement in your firm
- Creating a roadmap to success

12:00 PM – 12:30 PM LUNCH

12:30 PM – 2:00 PM Expectations and Compensation – Jennifer Newman

- Developing Expectations and Measuring Success
- Compensation Structures

2:00 PM – 2:15 PM Break

2:15 PM – 3:45 PM Empowering Your Seller-Doers – Donna Corlew and Frank Lippert

- Education and Training
- Gaining Buy-in and Engagement
- Motivation and Recognition

3:45 PM – 4:00 PM Close

Register at smpsswrc.com

Member: \$350

Non-Member: \$450

