

Friday Fundamentals Webinar #4

Marketing to Prime Contractors



Business Engagement and Compliance Office

Welcome!

We recommend you use the “Telephone” option.
Dial +1 (312) 878-3081. Access code: 911-776-794#.

Password is friday4.

Enter your Audio PIN as shown.

If you select the “Mic & Speakers” option, you will
download and install the safe Citrix desktop program.

BLACKERBY



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Transforming Organizations

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Your Host



Phillip Blackerby

BLACKERBY ASSOCIATES, INC.

Consultant with ADOT
Business Engagement and
Compliance Office, 4 years

DBEs: Financial management,
strategic planning, marketing

Trained 800 entrepreneurs

Master's Degree: **Univ. of Texas**

Bachelor's Degree: **Brown Univ.**



Prime Contractor Panelists



Sarah Grey, Estimating Coordinator, ADOT & DBE Liaison, *FNF Construction*

- 2013 AMCA Mentor of the Year
- 2011 ADOT Construction Champion
- ASU B.A.



Jeff Hamilton, Pre-Construction Project Manager, *Sundt Construction*

- Prev: Hunter Contr., Sunshine Conc. & Mat'ls.
- Projects \$200,000 to \$110 million
- NAU B.S. Construction Mgmt., Engineering



Kelly Kaysonepheth, Senior Marketer, Transportation Business Gp., *HDR Engineering*

- DBE, SBC Advocate
- Booked \$20 million in work, 2013
- Seton Hall Univ. B.A., ASU MBA Candidate



What if...



- You knew which Prime Contractors were a good fit for you?
- You were set up and knew how to use several Prime Contractors' bidding systems
- You were part of every bidding team on a project?
- You cemented your relationships based on excellent product/service delivery?

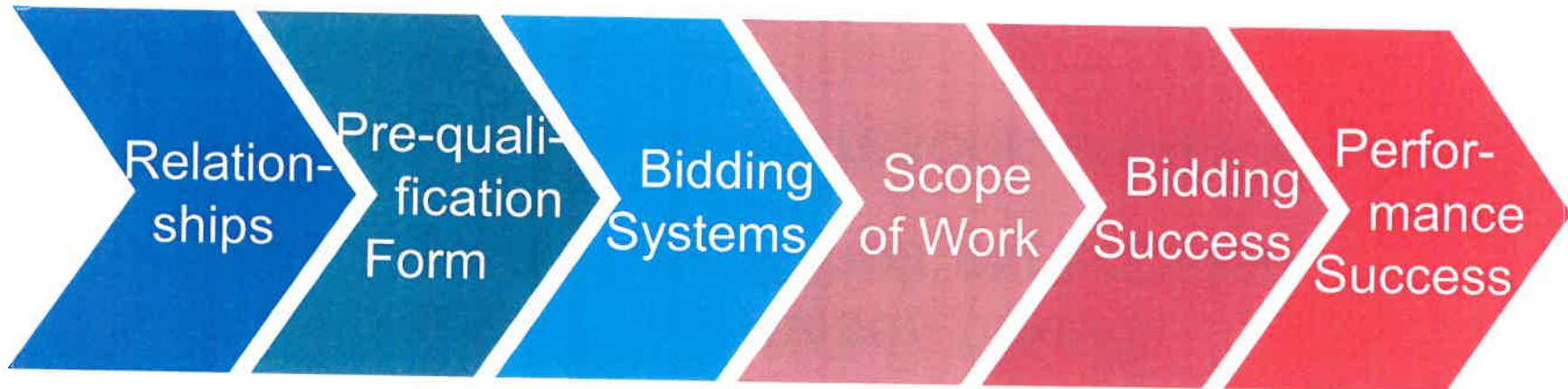
Would that be valuable to you?

Four Steps in Order



- ① Who are your *customers & clients*?
- ② What *products & services* benefit customers and meet their expectations?
- ③ What *message(s)* will resonate with your customers?
- ④ What *media* will communicate your messages to your customers?

Prime Customers Prime Contractors



Who are Customers? Relationships



- Discovery:
 - <http://aztransportationboard.gov/meetings.asp>
 - <http://www.azdot.gov/business/ContractsandSpecifications/bid-tabulations>
- Introduction
 - [LinkedIn](#) search, invitation to connect
- Meeting
 - <http://www.azdot.gov/business/engineering-consultants/advertisements/upcoming-projects>

Relation-
ships

Prequalification Form



Basic Information

- Company
- Safety
- Financial
- Surety & Bonding
- Insurance
- Performance
- DBE status



Attachments

- Specialties codes
- OSHA log
- Balance sheet
- Surety reference
- Insurance cert.
- Trade references
- Completed & active projects
- Form W-9 (tax no.)

Media: Online Bidding System



- B2W Estimate www.b2wsoftware.com
- iSqFt www.isqft.com
- Pipeline Suite pipelinesuite.com
- Pro Contractor www.viewpointcs.com
- SmartBidNet www.smartbidnet.com
- Textura www.texturallc.com



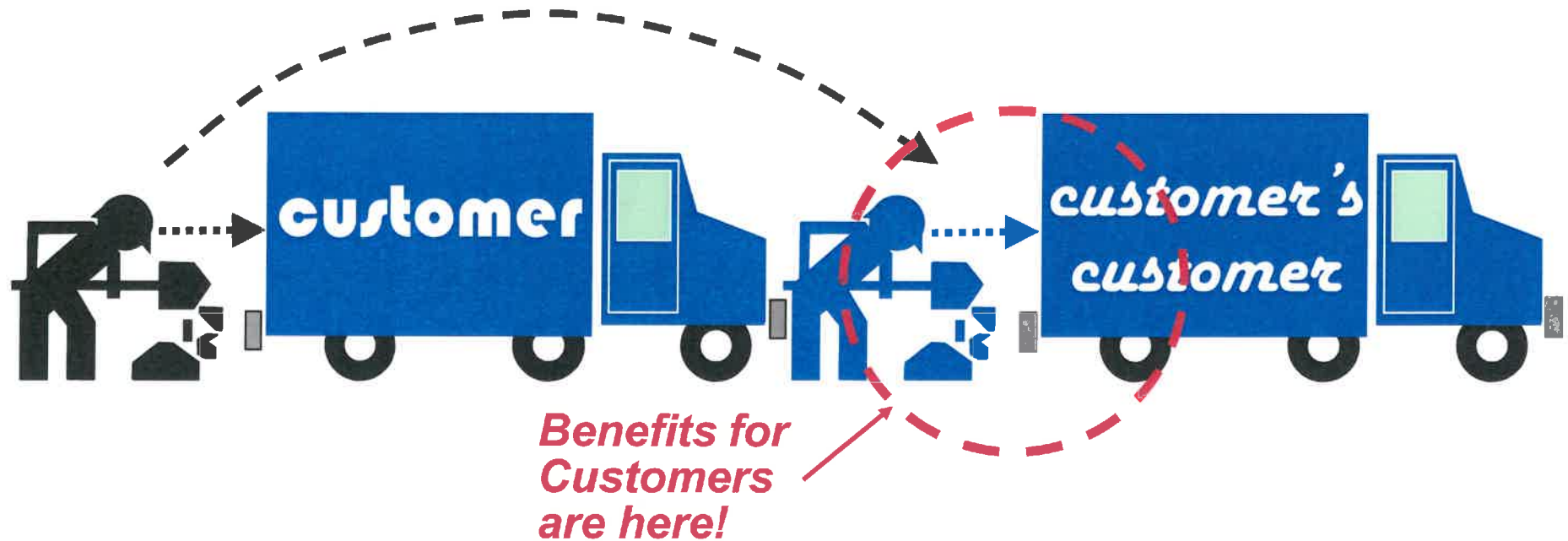
Products & Services: SOW



- Download, *read* plans & specs
- *Project management software*: define how, how much, when, resources needed
- *Describe* your Scope of Work carefully
- Specifically *exclude* what you can not do; exclude as little as possible
- Professional services: *qualifications*

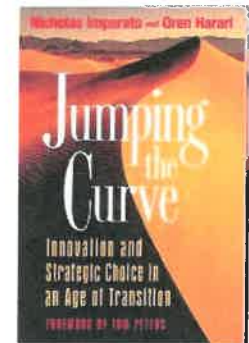


Look at the Front of the Truck



“Look a customer ahead.”

Nicholas Imparato and Oren Harari. *Jumping the Curve: Innovation and Strategic Choice in an Age of Transition*. San Francisco: Josie Bass, Inc., 1994.



Messaging: Your Bid



- Convert project management plan into a budget
- Hone the budget
- Submit bid online days early
- Review bid with Prime estimating manager
- Revise as necessary
- Resubmit early & often, beat the deadline
- Evaluate success after award



Bidding
Success

Perform



- Have a *plan*: project management software
- Be *ready to start* when Prime calls
- Do *what* you said you would do
- Do it *when* you said you would do it
- *Supervise*:
 - *Remind* workers ahead of time
 - Make sure they have *tools*
 - Monitor *timeliness, quality*
- *Report* problems to Prime early

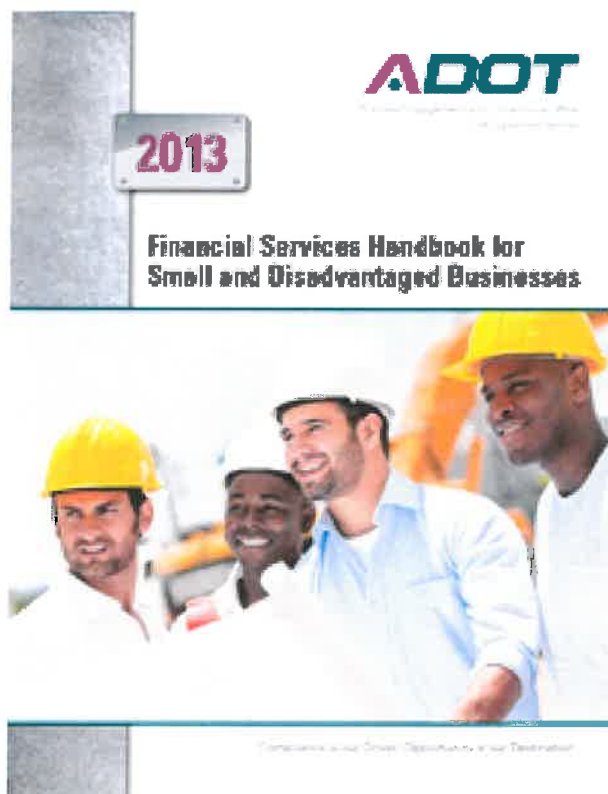


What's Next?



- *Evaluation survey*: Look for an email directing you to the survey.
- *Video* of today's session will be posted on ADOT's website soon!
- *Next webinar*: July 11, 9:00 a.m.
"Financing Operational Expansion." Sign up:
<http://friday-fundamentals.eventbrite.com>
- *One-on-one consulting* will be available, up to three hours free to DBEs! Email request to: Kent Lane, klane@azdot.gov.

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