

Business Development, Marketing and Communications

Go-DBE “In the Know” Workshop





Agenda

Sales Culture

Sales Process

Branding/Social Media

The background is a grayscale photograph of a desk. In the foreground, there is a stack of business cards, one of which clearly shows the word "SKANSKA". A pen is also visible on the desk. The top of the image features a dark background with several out-of-focus, circular light spots (bokeh effect).

01.

Sales Culture

What is Sales Culture?

What is a Strong Sales Culture?

The basic building blocks of a sales culture appear to be simple, yet are challenging to implement for many:



Proactive Communication



Company Dedication



Full Transparency



Shared Mission



Data-Driven Decision Making



Continuous learning



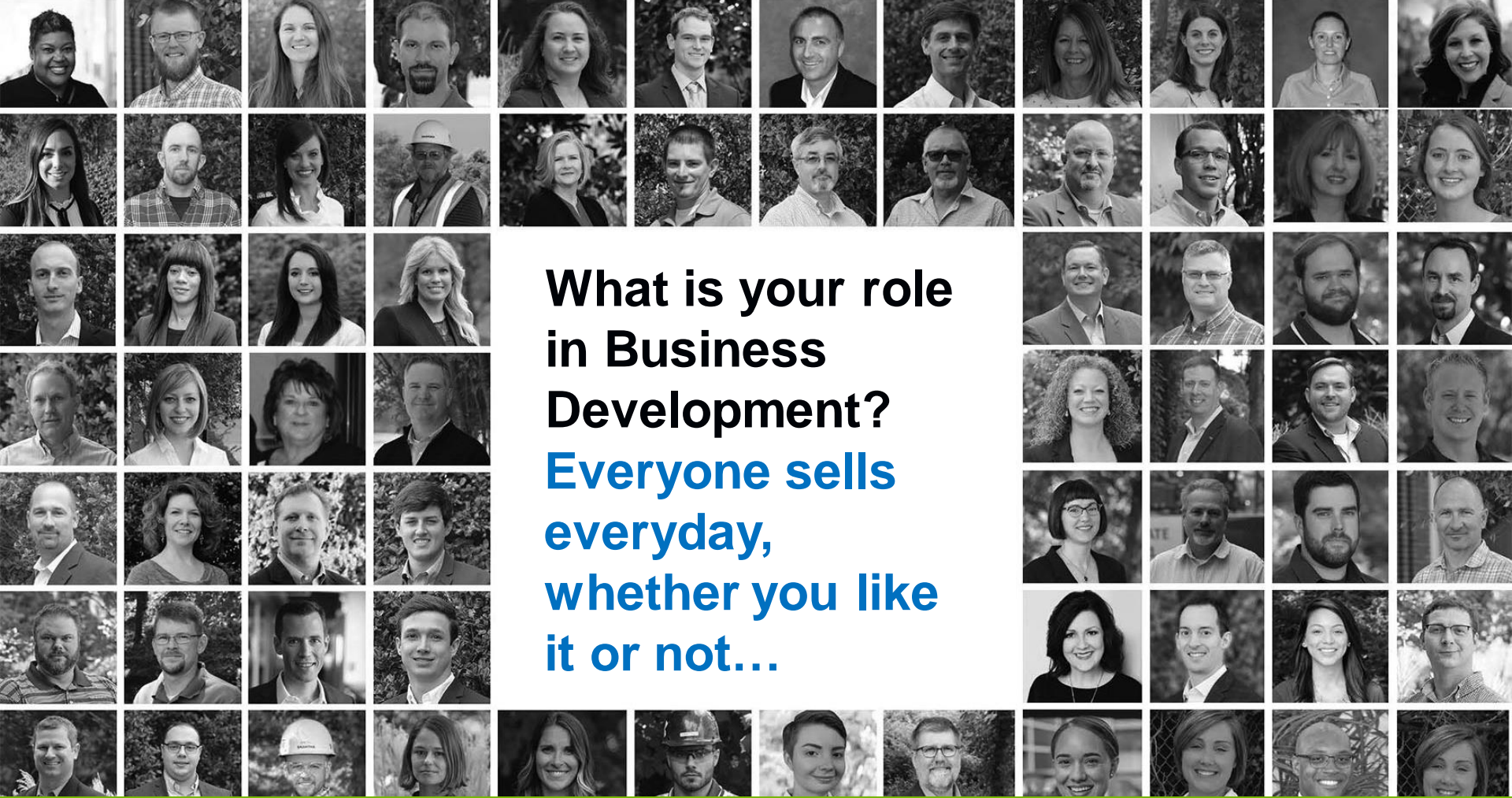


Why are we here?

Selling means you chase the work—being properly positioned means the work chases you.

For best results be proactive vs. reactive.

**What if I'm not good
at sales?**



**What is your role
in Business
Development?
Everyone sells
everyday,
whether you like
it or not...**

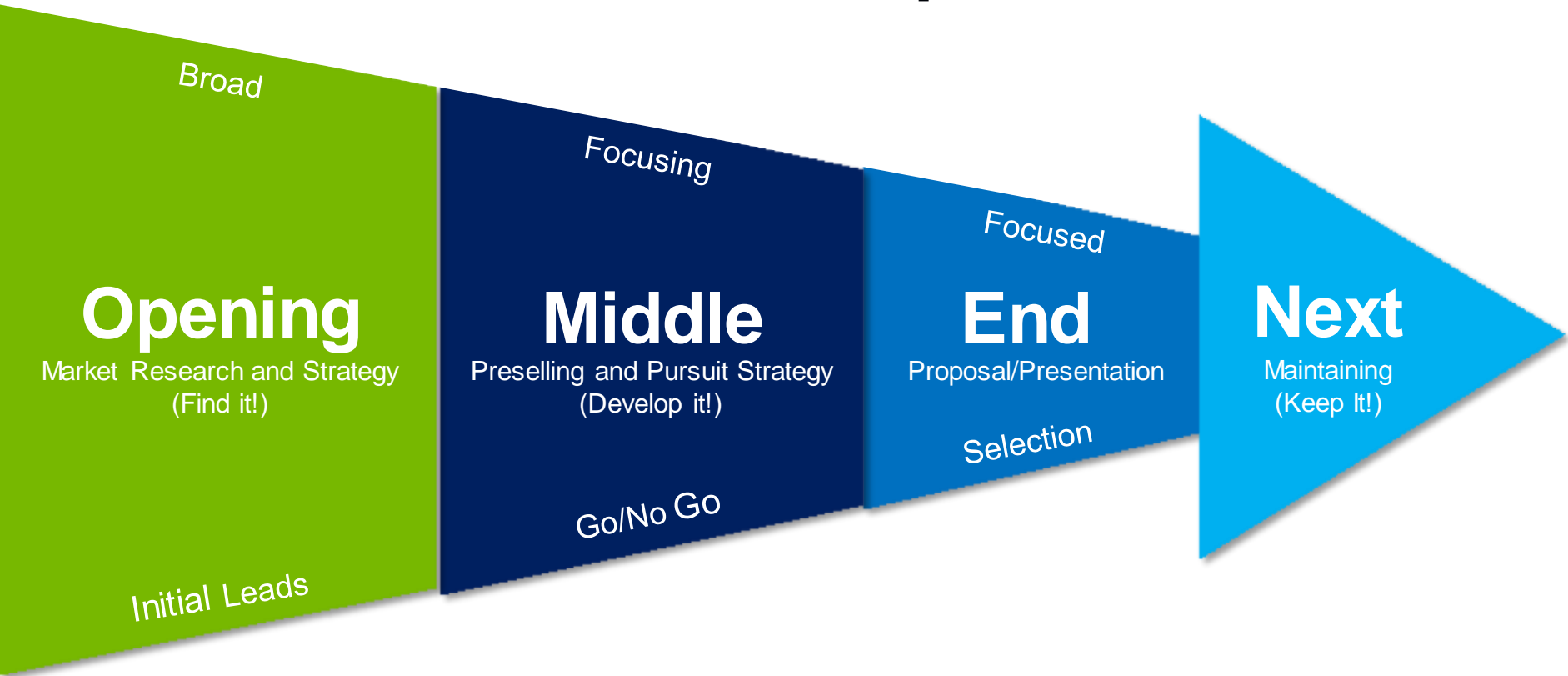


The background is a grayscale photograph of a desk. In the foreground, there is a notepad with the word "SKANSKA" printed on it. Several business cards are scattered on the desk, some overlapping. The lighting is soft, creating a professional and organized atmosphere. The overall composition is clean and modern.

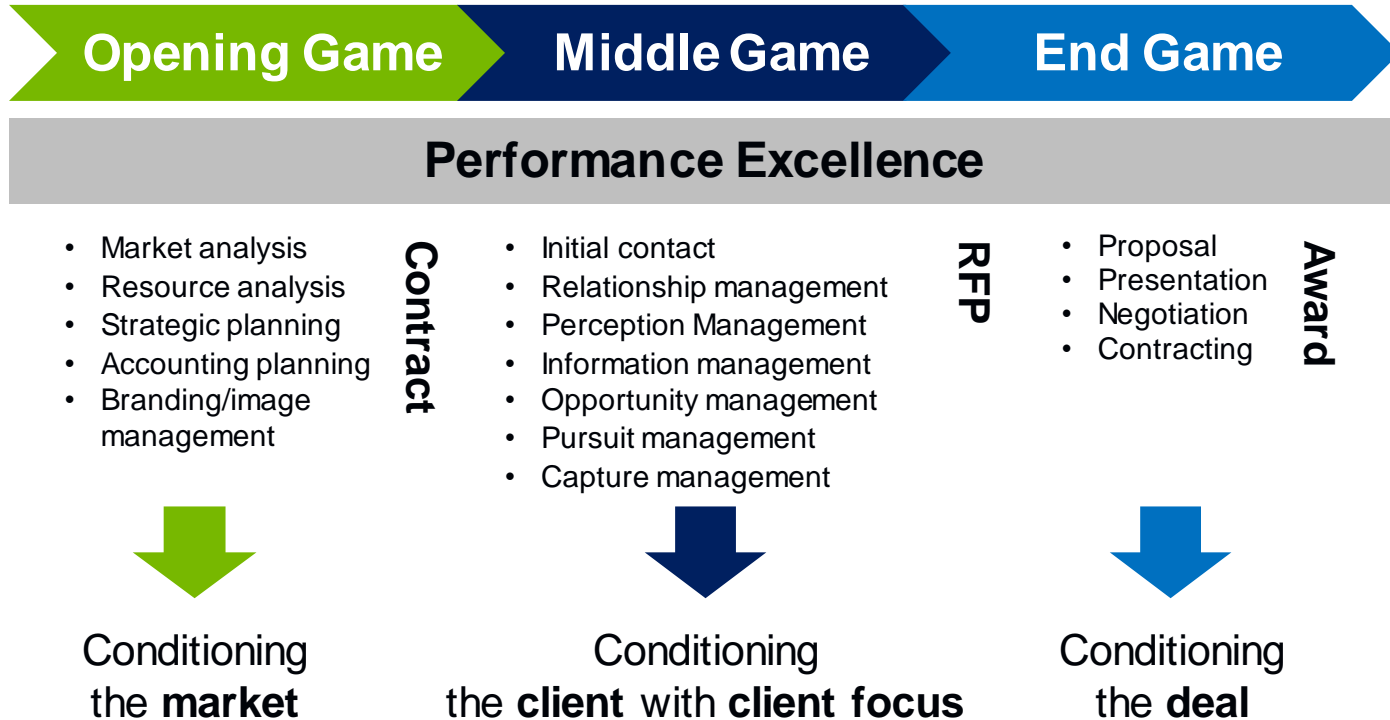
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Sales Process

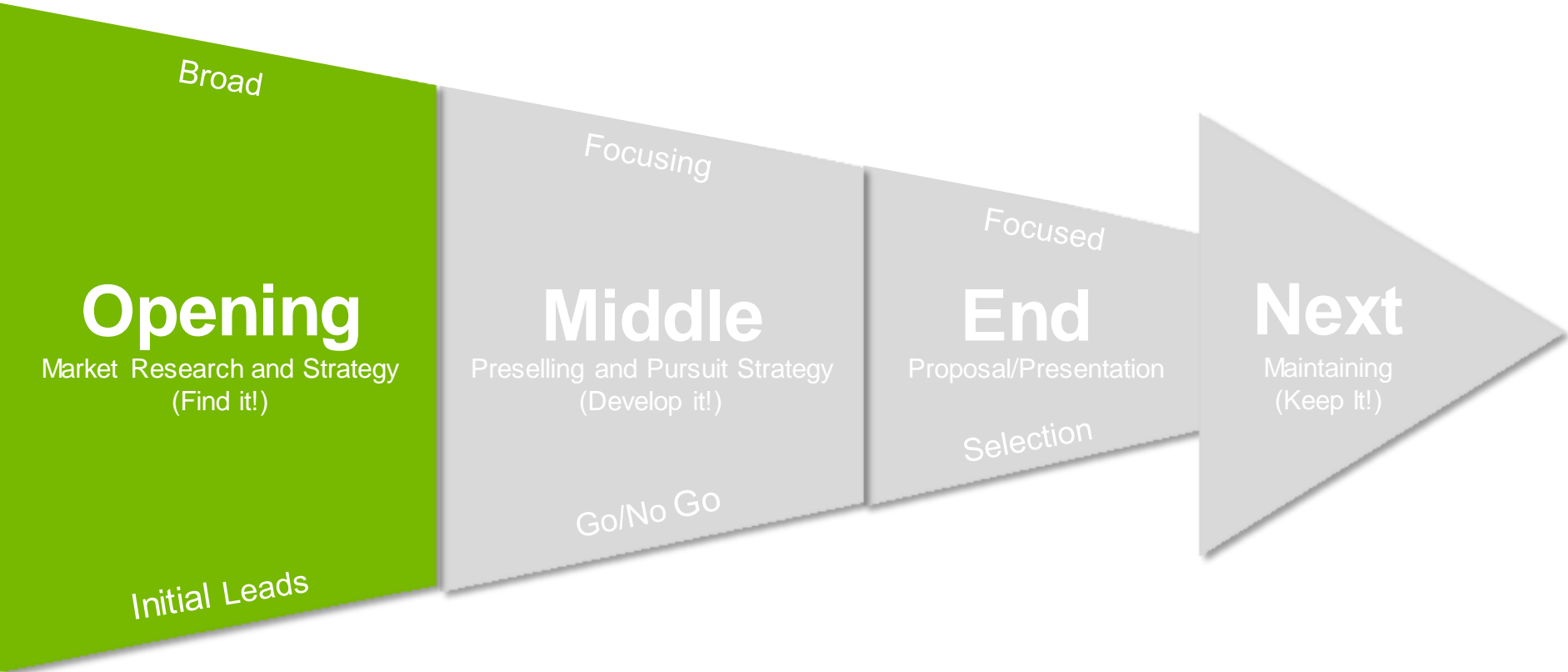
The Business Development Process



The Business Development Process



The Business Development Process





A **written** strategy is a must.



Focus

- Know exactly what you are selling
- Know to whom you are selling
- Know how much you want to sell



Consistency

- What are the tasks you must complete on a regular basis to be successful?
 - Relationships, marketing, sales case planning
 - Rinse and repeat



Accountability

- Not punitive, but an incentive for you're an your people
- Check your progress and modify the plan if needed

A Marketing Plan goes hand-in-hand with your Business Plan



S

Strengths
(internal)

W

Weaknesses
(internal)

O

Opportunities
(external)

T

Threats
(external)

Marketing Plan: Keys to Success



Strengths (internal)

- What advantages does your organization have?
- What do you do better than anyone else?



Opportunities (external)

- What good opportunities can you spot?
- What interesting trends are you aware of?



Weaknesses (internal)

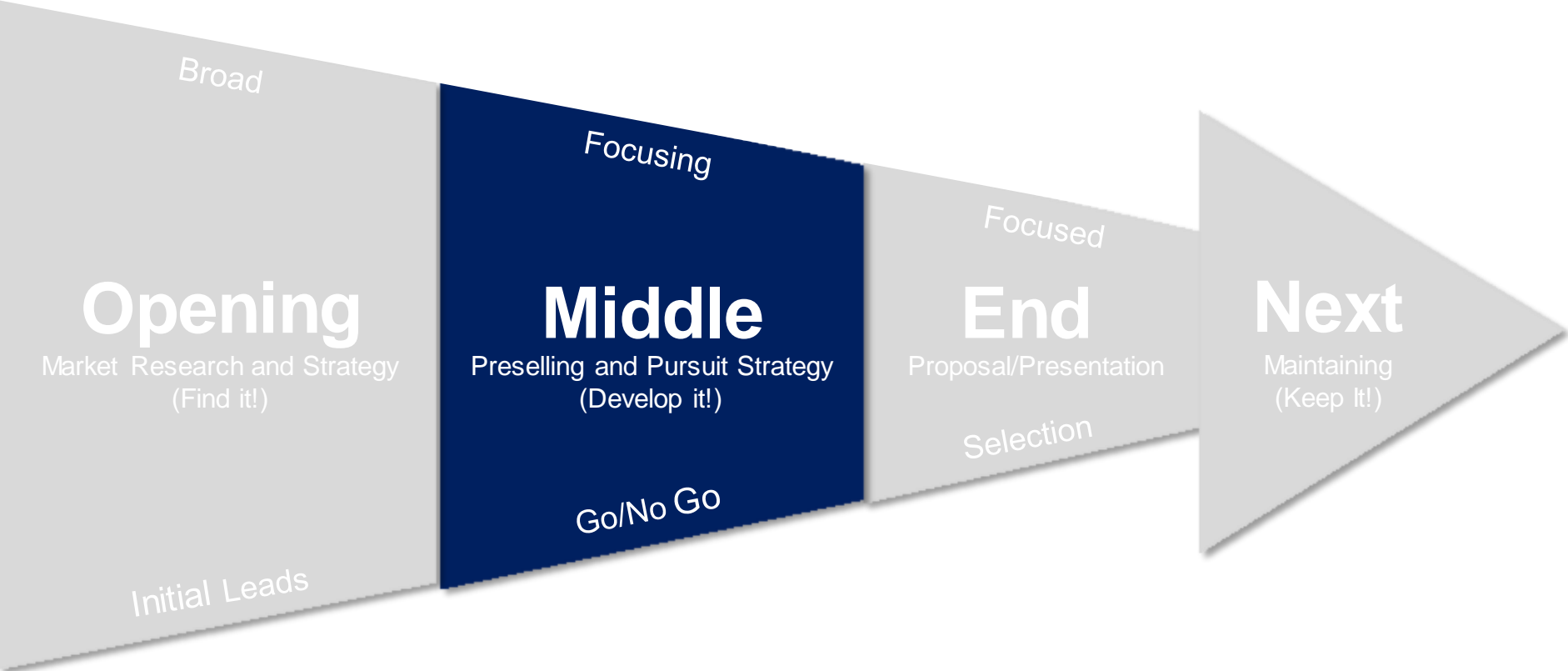
- What could you improve?
- What should you avoid?



Threats (external)

- What obstacles do you face?
- What are your competitors doing?

The Business Development Process





First Impressions
Everyone sells everyday!



Elevator Speech Tips

Who you are

What is your organization name and vision

What you deliver

Solution based outputs that can be measured as success

What you do

Clear description of your core benefit in one sentence

Who you work with

Specific industries which need your offering

How you do it

What is your point of difference

Networking is an Essential Leadership Tool



**Avoiding
groupthink**



**Obtaining career
opportunities**



**Sensing trends and
seeing opportunities**



**Building ties to opinion
leaders and talent in
diverse areas**



**Generating
breakthrough ideas**



**Working collaboratively
across boundaries to
create more value**




Where can you network?



**Business
Meetings and
Conferences**



Office Visits



**Community
Events and
Sporting Events**



insert



insert



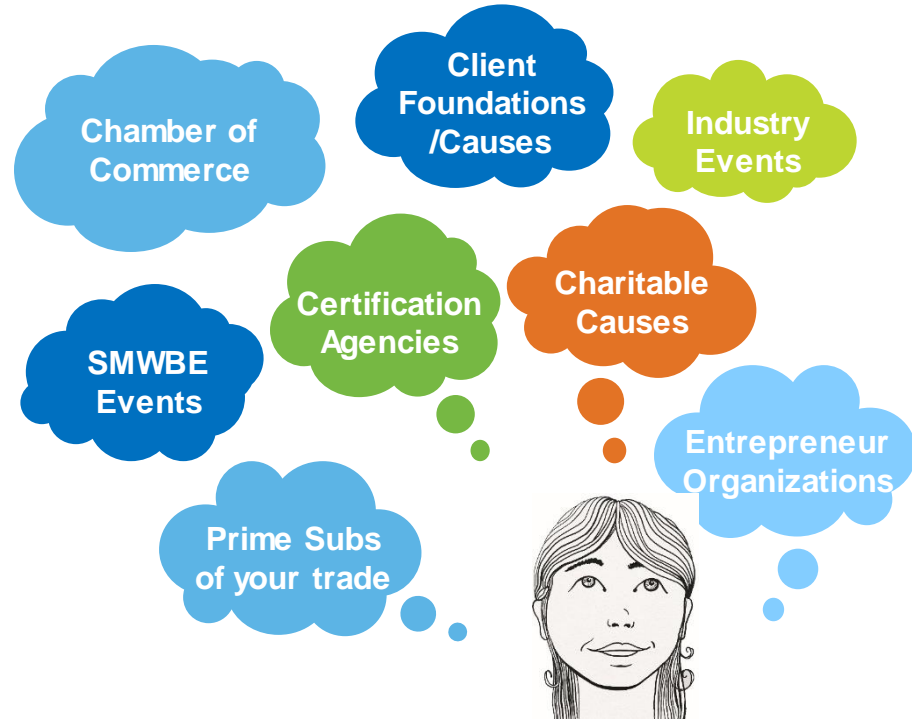
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Interacting with customers

Opportunities	When?	Sales Process	Planning?
Casual/Elevator/Personal	Anytime	Opening Game	Informal
Association Events/Networking	Specific Dates	Opening Game	Informal
Speaking Events (You)	Specific Dates	Opening Game	Formal
Sales Calls/Debriefs/Client Surveys	Specific Dates	Opening Game Middle Game Maintain	Formal
E-Mails/Letters	Anytime	All	Formal
Proposals – Written	Specific Dates	Middle Game End Game	Formal
Presentations – Spoken	Specific Dates	End Game	Formal
Client Meetings	Specific Dates or Anytime	Maintain Opening Game	Formal/ Informal
On the jobsite (project team, accounting, etc.)	Meetings	Next Game	Formal/informal

What does your Network look like?

- **Identify strategic organizations**; don't just show up – get involved
- **Get outside of your comfort zone**; ask for help if you need it
- Building your network will be an **important part of your job and your career**



Plan ahead and be prepared

Prepare for the event or situation by **thinking** about what might happen or who you might meet.

Who is **attending** the event?

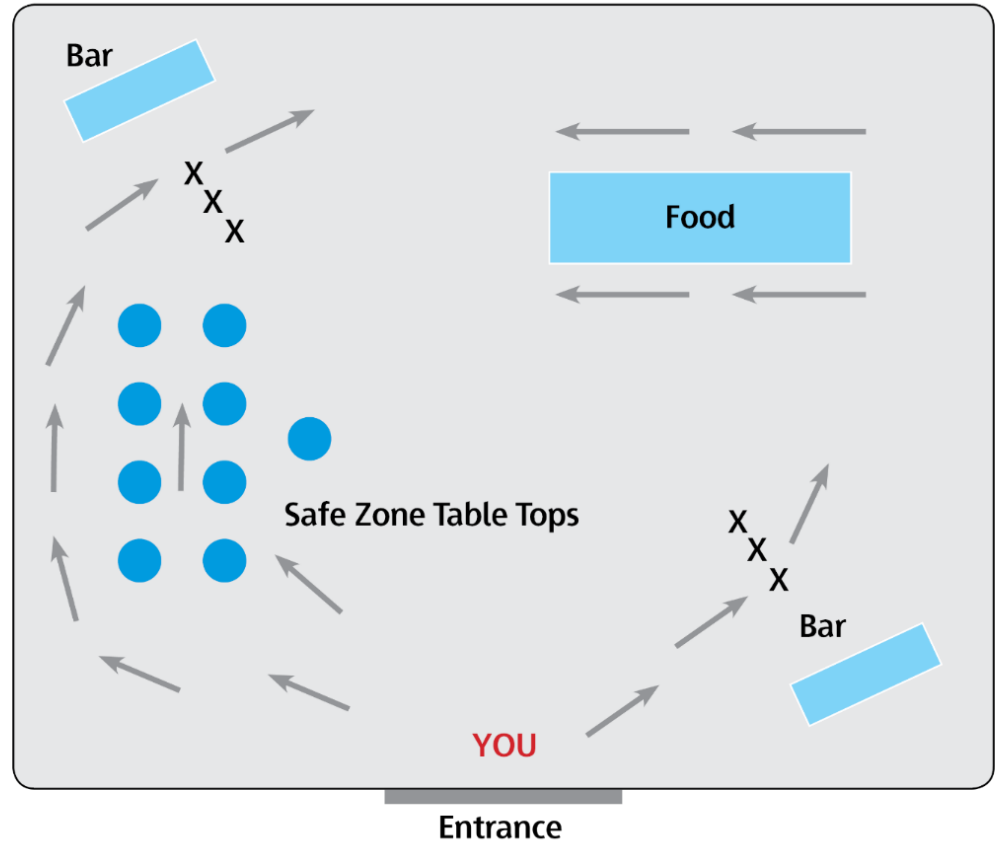
What's in your **pipeline**?

?

How will you **introduce** yourself?

What are your **capabilities**?

Networking Flight Plan



When to approach



Closed – Hard to Approach



Open - Approachable

The Art of Business Greetings



S.M.I.L.E



Stand



Eye contact



**Introduce
yourself**



**Lend
information**



**Extend a
hand**

How do I get the conversation going?



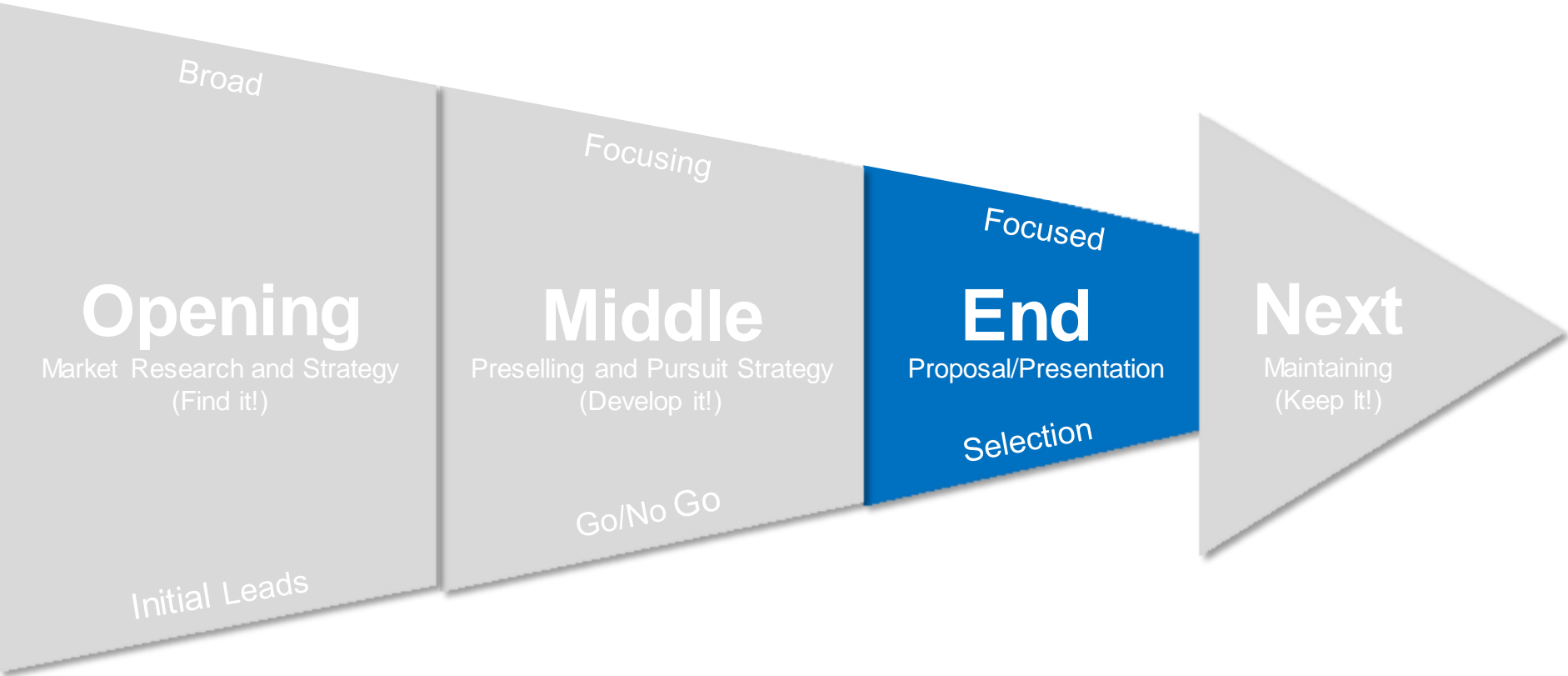
Ask questions that bring out more than a one-word response:

- Where?
- When?
- Who?
- Why?

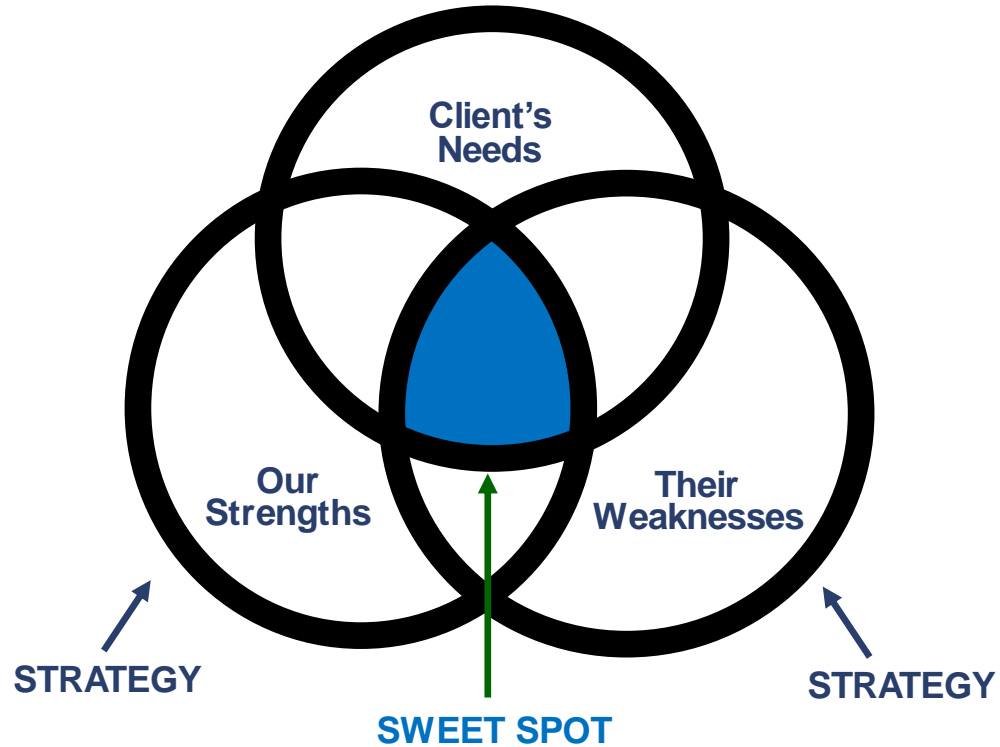
Ask gracious questions:

- One at a time
- Positive
- Short
- Listen to the answer

The Business Development Process



Discovering Differentiators



Successful Bidder Proposal Tips

Communicate

If you can't meet a bid date, call the Skanska lead and ask if an extension is possible. Lots of subs decline to bid because they need an extra week, but don't even ask. Sometimes, we have that flexibility.

Commit

Respond to the invite, whether "bidding" or "not bidding". If you are not bidding, it helps us to try to find other bidders if we know you cannot bid. If you do commit to bid, please do your best to do so – we rely on your commitment.

Comply

Do your best to submit your proposal in accordance with the bid breakdown and bid forms provided. If we are asking for too much or what we are asking for doesn't make sense, please call us and walk us through your logic.

Complete

Be as thorough and detailed with your inclusions and exclusions as possible. We do read them and use them to write the subcontract. Provide all information to allow us to effectively evaluate your price and scope.

Successful Bidder Presentation Tips

Be Prepared

Ask us what the agenda is. Suggest topics based on your knowledge of the project. Do not spend a lot of time talking about information that we have not asked for.

Right Team

Bring the proposed Superintendent and Project Manager to the presentation. At the end of the day, it all comes down to people.

Questions

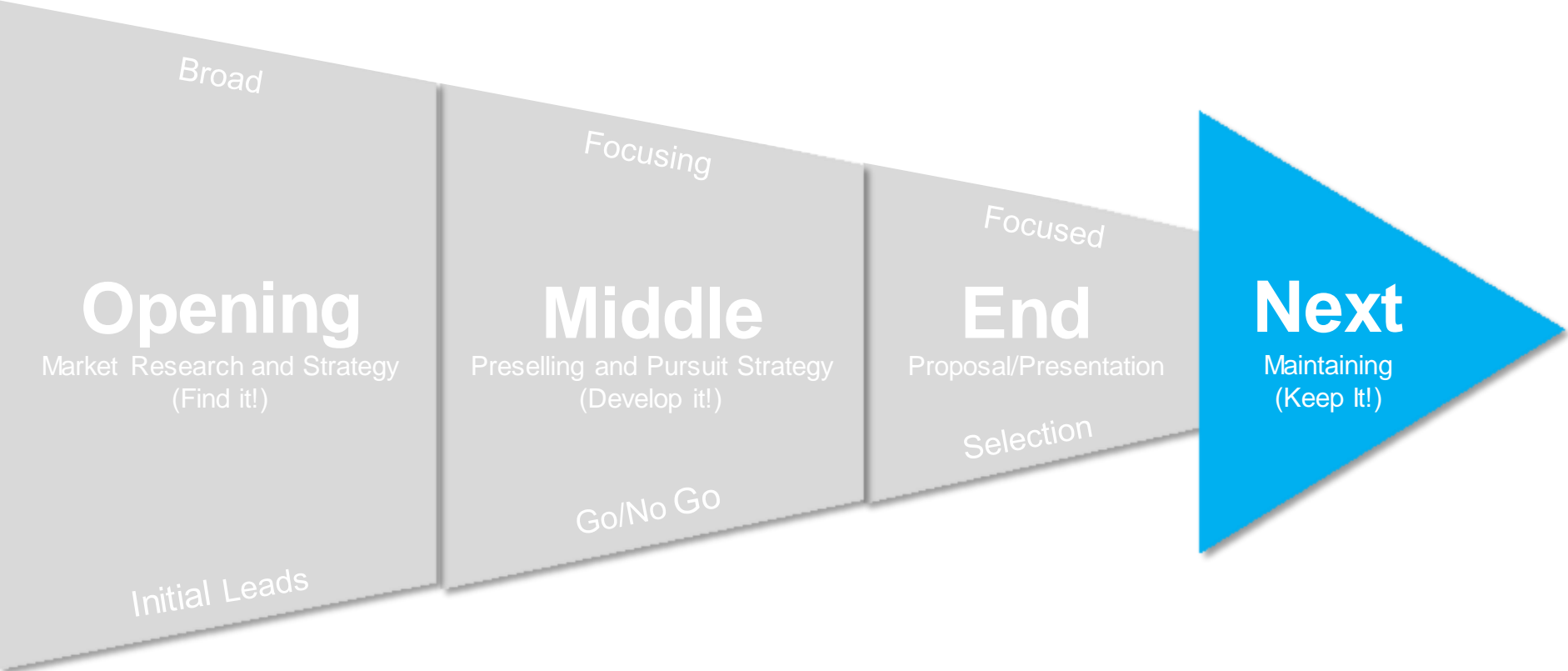
Prepare a list of questions that you want to ask during or at the end of your presentation.

Don't Oversell

Do not make promises in a presentation that you cannot meet or exceed. If our expectations are too high, communicate that to us.

- Introduce team first – make roles clear
- Offer proof: testimonials, stories, statistics
- Close strong: Why your company?
- Ask for the business

The Business Development Process



How do you keep the clients you have?

Good  Great



- Budget
- Schedule
- Quality
- Safety

- Keeping your promises
- Solving their problems
- Asking for feedback
- Asking for referrals and testimonials

The background is a grayscale photograph of a desk. In the foreground, there is a white notepad with the word "SKANSKA" printed on it, and a pen. Several business cards are scattered on the desk in the background. The overall scene is dimly lit, with some bokeh light effects in the upper left corner.

03.

Branding/ Social Media

Marketing and Branding Your Business

- Define your identity
- Establish a look and feel
- Build a strategy
- **Communicate your core business capabilities** (this focus is important for DBEs)
- Highlight your strengths and value
- Be concise and clear
- Be consistent
- Update your materials

Marketing Materials

Logo

Signage

Brochure

Ads

Website

Social media

Promo items

Business cards

Layout Mistakes

Font size

Font color

Grid usage

No white space

Use of color

Use of typeface

Object alignment

Clutter

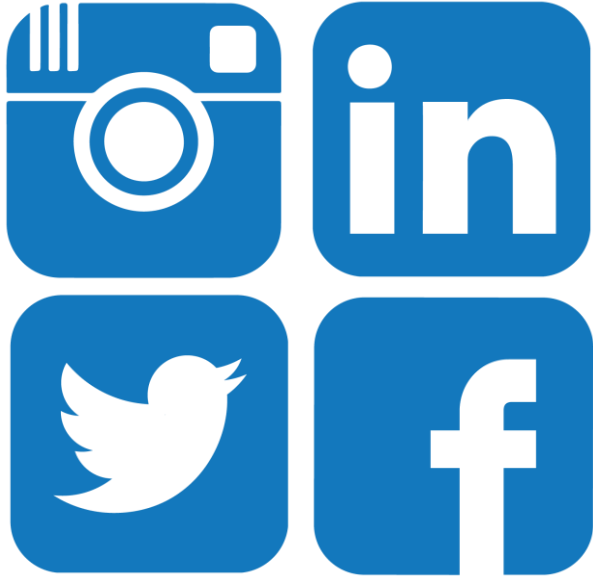
Brand Reactions



The Power of Social Media



Why is social media relevant?



- **Tell our story. Share our values. Celebrate our successes.**
- Offer an inside look at our environment and culture.
- Engage with clients, employees, vendors, community members, and recruits.
- Provide less filtered, more dynamic content that can be viewed on-the-go.

How We Engage



31.5K Followers
(“24/7 News Channel”)



Skanska USA
@SkanskaUSA



What does 16 hours and 400 yards of concrete get you? A 17,000-SF ice slab foundation for [@austinpeay](#) and [@PredsNHL](#). The [@FMBankArena](#) is bringing a modernized [#sports](#) experience to Clarksville, TN. 🏀 Shoutout to our [#Nashville](#) team. One more slab to go! [#ConcretePour](#)



Skanska USA

13 December 2019 · 🌐

We couldn't think of a better way to ring in the holiday season! These amazing up-and-coming musicians from Crockett Elementary School in #Houston put on a dazzling performance in #Understory at our Bank of America Tower. #BofATowerHTX #Texas



How We Engage



613.7K Followers
("Thought Leadership/Sell/Recruit")



Dennis Yung, EVP/GM of Houston and North Texas, addresses the stigma of mental health within the construction industry and beyond in this article.

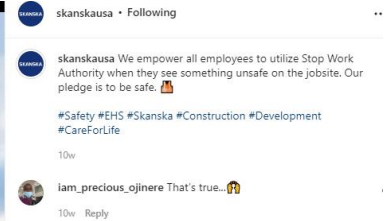
"By prioritizing and addressing the physical and mental health of the whole person, companies in any industry can create an inclusive and open environment that encourages those struggling with mental health to talk about their wellbeing. Here are three best practices for supporting employees' mental health and wellbeing."

Read more in this article.

#MentalHealth #MentalWellness #StartTheConversation #CareForLife #BeBetterTogether #Skanska #Construction #Development



Instagram: 19.2K Followers
("Behind the Scenes")



Be a Social Media Brand Influencer

Tips + Tricks

- **Don't reinvent the wheel.** There is unique content already on Facebook, Twitter, Instagram and LinkedIn that you can share, repost and like from your personal social media channels.
- Pick the social media channels that you are most comfortable with and that connect you to the audience you want to be in front of.
- Assume everyone can see what you post.
- Follow your clients, all industry organizations you are involved with, local publications & orgs, and industry publications.

Skanska USA Retweeted
 PREDSident @PREDSident · Jul 1
 F&M Bank Arena is going to be an incredible facility!!



F&M Bank Arena and 5 others

TN Department of General Services
 @TennDGS

The Department of General Services is responsible for providing goods and services to Tennessee state agencies. #ServingTN

📍 Nashville, TN 🔗 tn.gov/generalservice... 📅 Joined July 2016

166 Following 1,247 Followers

Followed by Skanska USA

Vanderbilt University
 @VanderbiltU

A top-ranked teaching and research university in Nashville, Tennessee. Powered by collaboration. 3:1 squirrel-to-student ratio.

📍 Education 📍 Nashville, Tenn. 🔗 vanderbilt.edu 📅 Joined May 2008

2,049 Following 60K Followers

Retweeting and Sharing

 **Skanska**
613,792 followers
3w • 🌐

Way to go, [Kara Fragola](#) and [Val Tzvetkov](#)! #Skanska

 **Val Tzvetkov** • 2nd
Builder, Designer & Emerging Technology Director
1mo • 🌐 [+ Follow](#)


Six launch locations, two drones and more than two miles, [Kara Fragola](#) and I successfully captured and mapped [Skanska's](#) newest \$1.56B mega project in the New York region, Portal North Bridge. The mission required diligent pl ...see more



 **Jennifer Findeisen**
Development Manager at Skanska USA Commercial Development Inc.
2d • 🌐

Proud to be part of such a great team and development!!

#skanska #houston #CRE #bankofamericatower

 **Skanska**
432,837 followers
3d • Edited • 🌐

Check out our Houston team at the [Urban Land Institute](#) Development of Distinction Awards. They brought home the For Profit Large Scale Development award. Congrats to the team!

#Houston #CRE



LinkedIn 101

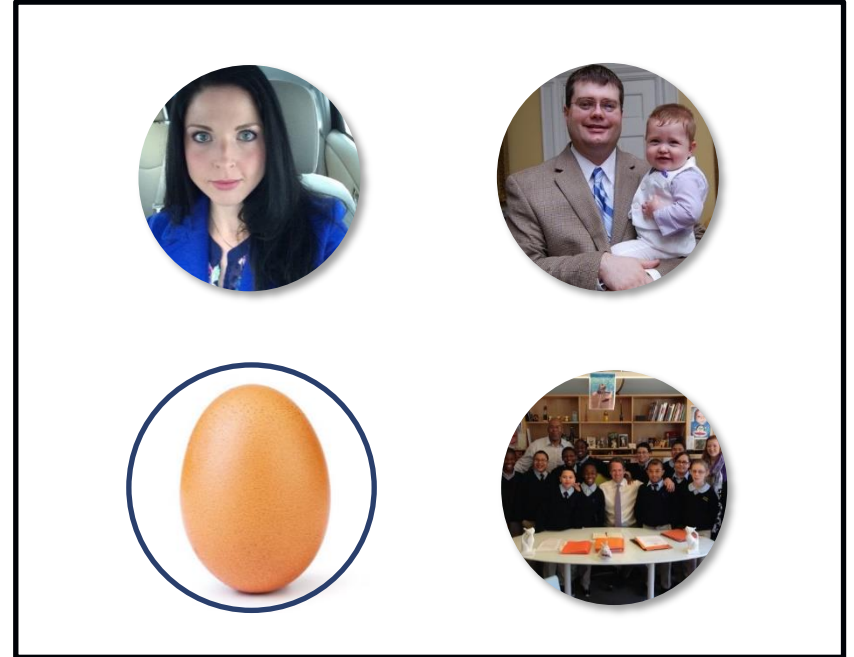


Profile Photos

Do's



Don'ts



Headshot, Headline and Header

- Add a professional headshot
- Create an eye-catching headline
- Add a striking header image

Summary

- **Craft an interesting summary**
 - Tell people a bit more about your role and describe your journey as a professional
 - This is an opportunity to be a brand ambassador for yourself and your company



Example:

I have extensive experience as a construction professional with a focus on operational excellence, building diverse and inclusive teams, empowering and growing our people, and creating strong customer relationships. I enjoy being part of a dynamic business continually meeting a variety of interesting people, working with highly skilled teams supported by a worldwide industry leading organization, which encourages an entrepreneurial mindset, teamwork, and the highest ethics. I am always seeking to empower the right people to leverage their collective experience and insight to find creative solutions for clients, doing so with a positive outlook and a sense of humor.

Posting and Getting Engaged



Posting:

- Have a clear purpose on why you are posting
- Remember that posts reflect on your professional reputation
- Post with pride and a positive professional tone
- Be thoughtful when posting on issues of conversation

Getting engaged:

- Connect with key people such as clients and partners
- Join industry groups and follow thought-leaders and influencers
- Take time to comment on discussions and respond to others' updates
- Belonging to groups will increase your visibility
- What is the quality of your network?

Crafting Your Message

Safety First

- Images and videos need to reflect your safety culture
- Make sure everyone has the proper personal protective equipment (PPE) on including gloves, glasses, hard hat, boots, and safety vest
- Make sure the jobsite appears clean and orderly with no safety violations
- What is your “safety first”?



Why are these photos unusable?



What makes a great photo for social media?



Skanska USA  @SkanskaUSA · Nov 11, 2019

#MondayMotivation! Check out our #Houston team volunteering at the @CFCHouston food bank! #SkanskaCares



Kimberly Bauer Burke • 1st
Vice President at Skanska
6d

It was a great day with our Texas colleagues touring our Capitol Tower project in downtown Houston. Thank you to our chairman of the board, Hans Biörck, who joined us from Sweden! Upon opening this summer, Capitol Tower will be the most sustainable office building in Texas. #SkanskaUSA #BuildingWhatMatters #Houston #Texas #CRE #Sustainability



What makes a great message for social media?

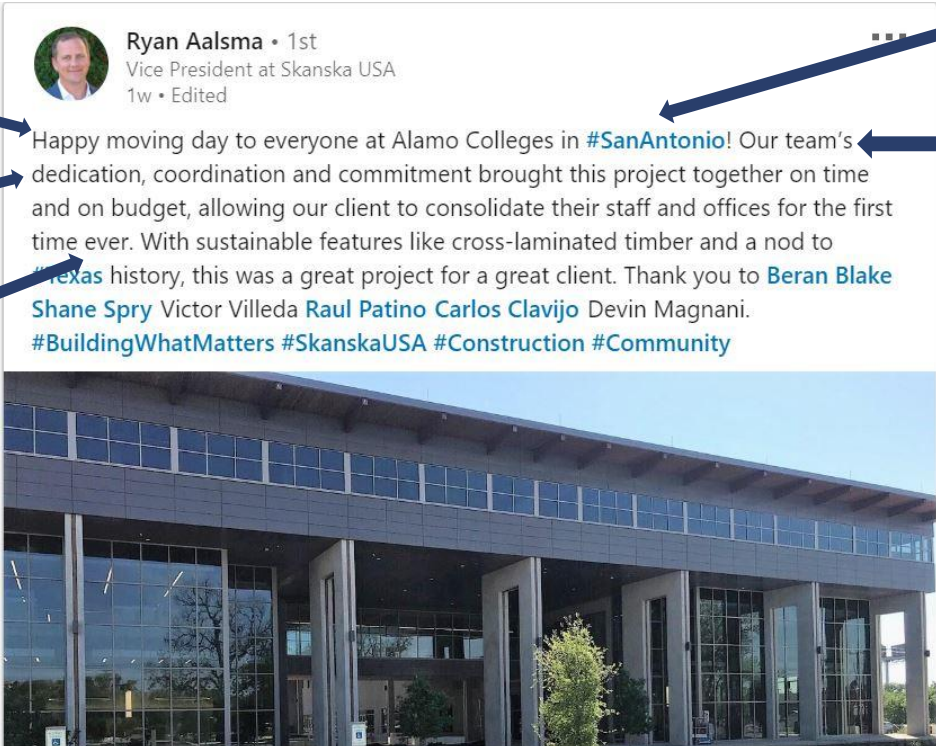
What? →

How? →

Why? →

Where? ←

Who? ←



Ryan Aalsma • 1st
Vice President at Skanska USA
1w • Edited

Happy moving day to everyone at Alamo Colleges in [#SanAntonio](#)! Our team's dedication, coordination and commitment brought this project together on time and on budget, allowing our client to consolidate their staff and offices for the first time ever. With sustainable features like cross-laminated timber and a nod to [#Texas](#) history, this was a great project for a great client. Thank you to [Beran Blake Shane Spry](#) Victor Villeda [Raul Patino](#) [Carlos Clavijo](#) Devin Magnani. [#BuildingWhatMatters](#) [#SkanskaUSA](#) [#Construction](#) [#Community](#)

Tagging

You can tag clients, coworkers and companies by using the @ sign in front of the name



Skanska USA ✓ @SkanskaUSA · Oct 29, 2019

Last weekend, our #Houston team participated in a 5K for @DansHouseOfHope. #buildingwhatmatters



Social Summary

For more information contact

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