



Business Development for Architecture, Engineering and Construction Markets

Media / Public Relations

1. CONTACT INFO

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2. COMPANY OVERVIEW

COMPASS Consultants Corporation, d.b.a. as bd4aec, is a joint venture between Ron McKenzie and Larry Silver. We have one goal – to make those engaged with bringing in new clients to architecture, engineering and construction companies successful. Some companies have business developers, while others rely on the principal or project managers or estimators to bring in the work. Whatever the case, we have the experience and the solutions to help you increase your business in the only way it can be done, and that is by getting more customers. A company must develop relationships and communicate the value they bring to the table to their allies, prospects, and clients.

3. OVERVIEW OF OUR SERVICES

A. Ezine: Business Development: Helping AEC Firms Win New Business

Each month we send the Ezine to a list of AEC Industry Professionals – each month is to a different list. So, there is no guarantee that you will get a copy unless you sign up for it. To ensure that you receive the E-Zine every month, plus have unlimited to all the back issues, go to this link and fill out the PAYPAL FORM – <http://www.bd4aec.org/paypal.html>

Circulation and Readership

Business Development Ezine is published twelve times a year for the AEC market plus special editions. The controlled circulation is growing monthly and is sent on a rotating basis to industry professionals. As the publication is new, check back for more specific information.

There are signs that the economy is improving that will create new construction projects. The need for real and timely information on how to get more customers is important.

Rates and Conditions

Advertising Rates – Contact Larry Silver at 937-776-7170

Closings

Ads must be submitted by the first of the month.

Other Services Available

Special sections and inserts and advertising is possible. Contact Larry Silver for details – 937-776-7170.

Editorial Calendar

2013

October: How to Win New Business? The Key Research Questions

November/December: Repeat Business: Maintaining Good Client Relationships

2014

January: Goal Setting and the Strategic Planning Process: Best in Class AEC

February/March: End Game: Proposals and Presentations

April: Joint Venturing in the AEC Industry – Does it Make Sense for Growth?

May: Harnessing a Firm-Wide BD Culture: The Power of Unified Outreach

June: The Art and Science of BD: Portrait of a Business Developer

July: How to Measure BD ROI: Accountability and Metrics

August: How Many in BD Should Your Firm Hire? Now or Never?

September: Risk vs. Reward in BD: A Misunderstood Profession

October: How BD Works with Marketing and Sales: Gears Turning for Growth

OCTOBER SPECIAL SUPPLEMENT: How to use PEER GROUPS to increase your PROFIT! Find out in the special BD4AEC Issue.

November: Project Pursuit: BD Leverage

December: How to Work BD during the Holidays to expand your AEC Business

2015

January: Sales and Principles of BD to Apply for 2015

February: Supporting BD: The Behind-the-Scenes Marketing/Admin Function

March: Networking - By Industry, Trade Group and Business

April: CRM Technology - Score Keeping in Relationships

May: Project reporting Services - A Worthwhile Investment?

June: The Challenge of Compensating BD

July: BD is a Loaded Gun - Which Direction to Point It?

August: Business Development Relationships

September: How to Bring Value - BD Ideas

October: The BD Function - An Internal Look

November: Business Planning

December: Increase Project Wins - Intelligence Gathering

2016

January: Sharpen Your People Skills: Good Communication

February: Marketing is a BD Ally

March: Trade Associations - Navigating a Good Return

April: Building Relationships Online

May: Presentations: Shining Where It Counts

June: Strategic Planning Jump Start

July: BD Profiles: Lessons in Success

August: BD Outreach: Expanding Your Sphere of Influence

September: The Sales Cycle of BD

October: Take Off the Mask: What is Your Real Value Proposition?

Columnist

Bruce H. Schoumacher

David Allen

E. Leonard Rubin

Hugh A. McCoy

Jim Meisenheimer

Joy Svoboda

Julia Craighill

Larry Silver

Mary Erlain

Ronald A. McKenzie, NCARB

Stephanie De Pasquale-Soebbing

Ted Garrison

Doug Reitmeyer

Along with additional guest authors...

B. Webinars

Several Webinars are FREE each year and some there is a fee of \$49.95 or more per webinar. If you would like a webinar on a special topic – let us know. Call Larry Silver at 937-776-7170.

C. Seminars

\$2,999 per seminar – check back often for special pricing.

D. Peer Groups

Meets three times a year to exchange best practices. Each member is placed in an appropriate non-competing peer group. \$4,195 per year with a discount for a second member from the same company. There are special sponsored groups forming. Contact Ron McKenzie at 630-740-4434. There is also more information on our web site www.bd4aec.org

E. Consulting

Both Ron and Larry are experienced planning consultants and their backgrounds complement each other so that together a full range of services are offered. Ron is president of COMPASS Consultants, a nationwide strategic planning company. He has developed well over one-hundred strategic, business and marketing plans for construction companies, and has coached executives on business growth. He is a published McGraw-Hill with a

book titled *Successful Business Plans for Architects* (out-of-print) with co-author Bruce Schoumacher, a prominent Chicago based attorney with Querrey & Harrow, Ltd., who is a columnist in this magazine. Larry Silver is president of Contracting Marketing Inc. and has coached hundreds of companies as well as providing strategic planning services. They are both available to assist in your company's growth. Send us an email and we'll contact you with more information, or go to their web sites at www.compassconsultantscorp.com and www.contractormarketing.com.

4. PERSONAL FACT-SHEET

FOR THE LAST 18 PLUS YEARS Ron and Larry have stood side-by-side in conducting over 50 construction marketing seminars across the United States. They each have different experiences in business development which complement each other. They have worked together as out-side consultants within the same company each bringing a unique skill set to help the contractor grow and to prosper.

Ronald A. McKenzie, NCARB

- Registered architect in California with full NCARB registration since 1976 - ([See Note](#))
- Graduate of California Polytechnic State University (Cal Poly, 5 year Bachelor of Architecture 1972
- Team Member with Marc Pacino of Ambiente Federal Services providing business planning for companies entering the federal market
- Various positions with NCR Corporation, and AM International and
- President and CEO of COMPASS Consultant Corporation
- Member and past member of numerous association boards and charity organizations

Author

- Author of upcoming book titled *"101 Things You Need To Know About Strategic Planning, Business Planning, Construction Marketing, and Business Development for Architects, Design/Builders, Contractor.*
- Author of *"The King and The Moat Contractor"* available in paper and Kindle formats
- Author of the PDCA's *"What Every Painting Contractor Needs to Know Series"* on Marketing, Sales, Business Planning, Direct Mail, Negotiation, Advertising, Customer Service and Public Relations
- Author of *"Successful Business Plans for Architects"*, McGraw-Hill, 1991 with Bruce H. Schoumacher
- Author of the *"Scotty, Everyone's Business Development Hero"* marketing series – 45 plus columns
- Author of *"Federal Fear Factors – A Kindle book about Federal Contracting*
- Contributor of over 250 columns in industry publications as author and ghost writer

Speaker

- Guest Speaker, Nationwide Contractor Marketing Seminar Series providing marketing and business development seminars for the construction industry
- Guest Speaker, Design-Build Institute of America marketing seminars
- Guest Speaker, Lorman Educational Services and Ecobuild America
- Guest Speaker, University of Illinois Graduate School of Architecture
- Guest Speaker at AM International's Bruning's Dealer Conference, Paris, and Hong Kong
- Guest Speaker, PDCA EXPO 2005, 2006, 2008, and 2012
- Guest Speaker, PDCA North Division Advisory Council, Chicago, 2011
- Guest Speaker, Illinois Association School Business Officials (IASBO), Facilities and Planning Committee
- Guest Speaker, Wisconsin Association School Business Officials, Midwest Facilities Masters Conference

FROM RON: As to my background, for the last twenty-five years, I've been a strategic planning consultant and I assist companies in growing their businesses. Many companies are doing quite well in this economy, and there are several reasons for that, but one reason is they use planning as a business tool. Very often, businesses fail to

plan, and when I realized this fact many years ago, I developed a book proposal on business planning, and sent it to several publishers. I was very fortunate as McGraw-Hill offered me a contract. Eighteen months later *Successful Business Plans for Architects* was published.

As a result of the business planning methodologies I developed, I entered the consulting field so I could help other companies. I started doing two-day seminars, and as a result, I attracted clients all across the United States. Since that time I've conducted over fifty seminars as well as speaking at major conventions in Las Vegas, Chicago, San Francisco, Florida, Miami, New York, Detroit, Hong Kong and Paris. I also spoke at the Graduate School of Architecture at the University of Illinois, and also the PDCA Contractor College as a featured speaker. I have also facilitated over fifty business plan meetings and workshops. The Federal market offers some of the most rewarding opportunities; success depends upon planning and working with the right experienced people who can guide your company.

“The process of business planning, including creating the necessary marketing supporting documents, is often an overlooked management tool when entering federal markets. Two issues develop; a) is that these planning documents as well as responses to federal RFP, RFI or RFQ's must reflect your understanding of the federal process, and that you know and understand exactly the federal marketplace, and b) developing a business planning mindset to manage people and to tackle challenges is often the only difference between successful companies and ones that struggle with the same issues year-after-year.”

Ronald A. McKenzie

Larry Silver

Education: New York University, Bachelor of Science (B.S.) - Business Administration, Marketing/International Business, 1988

Work Experience: Owner, Contractor Marketing Inc – May 1966 to present

- Construction Consultant
- Strategic Planner
- Business Development Planning/Implementer
- Trainer, Facilitator
- Executive Recruiter serving the construction market
- Developer/Creator of Contractor Marketing Magazine
- Developer of Contractor Business Development Association (CBDA)

CON/STEEL Tilt-Up Systems

Director of Marketing

1992 – 1996 (4 years) Dayton, OH

Lead Marketing and Business Development support and growth of the CON/STEEL network. Developed materials and support documents to administrate the marketing function.

Honors and Awards

2003 National Press Award; Design Build Institute of America (DBIA) – 2003

One of only two press awards given by DBIA to top construction professionals who promote the design-build concept.

DBIA Lead Speaker on Design-Build Marketing Tour DBIA – 1998

Lead and Formed a Speaking and Facilitating Panel to travel and teach design-build marketing basics to the construction industry-at-large. Principles of Planning, Marketing, Business Development, and best practices were taught and expounded upon.

Construction Marketing Seminar Series

Conducted 45 plus two-day seminars with Ron McKenzie in multiple cities throughout the United States and at various conventions.

Certifications

Action Selling Instructor: The Sales Board – 2010 – Present

The Habit of Selling Instructor: Butler Learning Systems – 2003 – Present

Proposing To Win Instructor – Lore International Institute – 2003 – Present

Interests

- Spiritual Author of 5 books and a screenplay entitled "Silver Twins".
- Hosted TV and Radio
- Spoken at numerous events.
- See www.silvertwinsmovie.com and www.brotherlarry.com

5. QUESTIONS AND ANSWERS

Question #1: In this market it seems like everyone is lowering their price to get the job so they can keep their key employees on the payroll. How does one compete against this tactic?

Answer: Time. Because of inflation this is a losing tactic. It might work for a while, but eventually they will lose money as the odds are against them in the long run. All it takes is one project to go bad to create a real problem. When they start to use down payment money on the new job to pay the bills from the last one, they're in real trouble. It happens all the time. Cold hard fact; you must make money to stay in business. It's better to strategize the needs and wants of different market niches to find where you can provide value and win projects. That might seem tough, but that's what planning is about and what Larry and I do.

Question #2: What is the one attribute of a construction company that can make a difference in making a profit on a consistent basis?

Attitude! If you have a winning attitude, you as the leader of your company can make a difference. It's attitude that makes a difference.

Question #3: Architects are poor at marketing as they still feel their work (the Frank Lloyd Wright syndrome) speaks for itself, and projects should just come in the front door. How do you market an architect who still has the misconception that marketing is for losers?

Answer: You must ask the question as to why does someone select one architect over another. The answer may deal with design, but you also must assume that if five architects short listed, they have all made the cut in terms of design capability. So, why does one architect win and another lose? The

answer is to ask what is one of the primary concerns of the owner/prospect, and that is it's always about money. Prospects are interested in making money and saving saving money. It means being able to explain the financial benefits of their design. It also means being able to differentiate the benefits of green construction, and/or being able to communicate the ability of their company to design projects that can be fast tracked. If you can get a prospect in a project two months early, it means you have the opportunity to save or make them money. This answer is one of several in terms of looking at an architect and determining how to market them. There are others such as relating to their inerests, being able to communicate, having a staff that are likable, and also being an architectural firm that contributes to the community, and takes an interest in others.

Question #4: We need work now; what should we do?

Answer: It's important to understand that you must apply your energies to where you hurt. If you need work you don't have the time, or probably the money to do a strategic plan, (although this might be in the companies future) which could take six months or longer to prepare, conduct and implement. The same goes for a business plan. But what you can do is focus on marketing and create some sort of marketing campaign to attract new work. It might be a direct mail program with an offer, it might be a free survey of their faciliy or building envelope.

Question #5: Consultants always talk about strategic, business and marketing plans, and even business development plans. Sounds like a lot of words on paper. What's the value?

Answer: These plans are not reports sitting on a shelf. Business plans are serious management tools to develop and grow all areas of your business. A little known fact is that business plans can also grow people; they can help people focus and learn and to take on more responsibility. Business plans serve to create a series of metrics that tracks business performance. It develops a scorecard used to establish where you're at in relationship to the plan. If there's a problem it gives you a chance to address it before it becomes a real issue. The plans also serve to develop a basis of performance reviews and bonus programs. You make the plan and everyone gets a bonus - if you don't, no bonus are paid out. (Management by Objectives). It's important to repeat that it's a management tool that provides a clear path to profitability.

6. CURRENT PRESS RELEASES

September 3, 2013, Las Vegas, Nevada – Larry Silver and Ron McKenzie announced they have joined together to form **BD4AEC**, a business development education center for the construction industry. They provide advanced training for construction business developers to increase their ability to close deals.

Ron McKenzie said that “The goal of **BD4AEC** is to focus on the one area of the AEC business community where increased profitability and sales can be realized quickly and efficiently, and that is through advanced business development training.”

Larry Silver added “Construction businesses development is so different from any other sales activity in other industries, that specific training on how to win the order through presentations and positioning and of a firm is essentially for long-term survival.”

Successful construction business developers are worth their weight in GOLD, and the goal of this group is to create the best training and resources available in the construction industry today. Through a series of webinars, seminars, peer groups and one-on-one consulting, **BD4AEC** provides an avenue for an AEC firm to grow and prosper.

Ron added, "The nucleolus of **BD4AEC** centers around a new Ezine monthly publication titled *Business Development: Helping AEC Firms Win New Business*. The publication is focused on presenting new ideas as well as training material from construction leaders from around the United States."

Larry said, "For the first time ever there will be business development peer groups offered which will be facilitated by experienced peer group facilitators. There is limited seating in the non-compete peer groups only for business developers that meet three times a year with the goal of super-charging the members with success oriented meetings that include industry experts as guest speakers." Ron spent over seven years facilitating peer groups in the construction environment, and said, "If a firm really wants to grow and to prosper, and to increase revenue, this is the one tactic that works."

Both Larry and Ron have extensive business development background and have been featured speakers at conventions and associations throughout the United States. Together they have done well over fifty seminars. **BD4AEC** is meant to become a major force in helping AEC firms become successful.

COMPASS Consultants Corporation, d.b.a. as BD4AEC, is a joint venture between Ron McKenzie and Larry Silver. They have one goal – to make those engaged with bringing in new clients to architecture, engineering and construction companies successful. Some companies have business developers, while others rely on the principal or project managers or estimators to bring in the work. Whatever the case, we have the experience and the solutions to help you increase your business in the only way it can be done, and that's by getting more customers. A company must develop relationships and communicate the value they bring to the table to their allies, prospects, and clients.

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7. TESTIMONIALS

COMPASS Consultants Corporation and Contractor Marketing Inc. are proud of the work we do and would like to share these testimonials. These testimonials originate from a variety of sources, such as Ron and Larry's clients, peer groups, speaking engagements and seminars that Ron and Larry have conducted together and separately.

Wes Hamilton, CPM, Indianapolis

"The first 30 minutes paid for all costs of the seminar.

Anthony Hernandez, Meridian Commercial Systems, Dallas TX

"Presentations were well thought out and easy to follow. The most important aspect of the seminar is that it's specific to the construction industry."

Frank Zubricki, President, Professional Drywall & Decorating

"Ron's key attribute was the ability to provide an unbiased look at our operation from a business perspective. At a critical time in the growth of the company, Ron took a firm stance on developing a management team for the Chicago operation, and then he facilitated that team in identifying the issues and risks my division was facing. Then, responsibilities were assigned to my managers and the progress tracked over a five-year period. It allowed me, as president to have someone to bounce ideas off of that was not tied to the day-to-day operations. Some marketing programs were eliminated at his direction and the result was it saved me a considerable amount of money that was then channeled into marketing programs that produced a response. His intervention and taking

on the responsibilities as over-seeing the business planning function freed up my time which I used to investigate programs that identified our true costs. Ron's contribution was invaluable. If you want to grow your company, then use him. You won't be sorry."

Timothy Robertson, CEO, Century Construction

"Joining a construction peer group is the very best business decision you can make. I've never gone to a meeting that I didn't come back to the office recharged. I share with others, and bring home ideas and concepts that can help me to make better decisions, launch new programs and address issues that impact the bottom line. These are must-attend meetings."

Scott Bates, Vice President / Erland Construction, Inc.

"Larry is a strategic thinker and knows what it takes to build and market companies in the construction business. His consulting, publishing, event planning, and recruiting businesses bring tremendous value and insight to those companies working directly or indirectly with the construction industry. Having worked with so many different people and companies over the years throughout the country, he knows what works and does not work from a strategic implementation standpoint. I highly recommend Larry for his expertise and passion for his work."http://www.linkedin.com/profile/view?id=5904846&locale=en_US&trk=tyah

Andrew W. Lambert, Architecture & Planning Professional

"I hired Larry Silver to provide marketing services to my small architectural firm. He imparted his a wealth of knowledge, based upon his experience and creativity, towards the needs of my firm. I recommend Larry Silver for marketing services with enthusiasm. He is motivated, creative, flexible, and reliable."

Andrew Vennemeyer, Vice President at Quandel Construction Group, Inc

"Larry is man of high integrity who added great value to our company's strategic planning efforts. New and creative tools were developed and utilized as a part of his process. His involvement was beneficial and helped enhance to operations of our company."

Rick Guzman, Senior Manager, Business Development, Rosendin Electric

"I worked closely with Larry while on the board of directors of the Contractors Business Development Association. Larry managed the affairs of the association with complete professionalism and integrity. Larry's magazine, Contractor Marketing was a valuable resource for articles related to construction management, technology and law."

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