

Chatham Hill Design & Build, LLC

COMMERCIAL, INDUSTRIAL & RESIDENTIAL

Commercializing Building Products & Materials Boot Camp: *Building Science, Specifications, Submittals & Substitutions*

Instructor: Michelle Roberts, CSI

Registration: \$795.00 pp

AGENDA

This course concentrates on sales, marketing and R & D training needs for building product and material manufacturers and distributors. We present creative & innovative ways to maintain supplier teams competitive edge when marketing and selling to Owners, Designers, Contractors, **Millennials, Boomlets & iGens**.

Chatham Hill's Boot Camp addresses industry issues that building product and material manufacturers and distributors tell us they want to understand in order to succeed in today's competitive and sustainable marketplace.

Attendees:

President/CEO/Chief Sustainability Officers
Environmental, Health & Safety Executives
Facility Executives
R & D Executives
Government Research Centers
Human Resource Executives
Sales & Marketing Executives
Trade Association Leaders
Building Science, Energy Efficiency & Sustainability Initiatives Leaders

This one-of-a-kind learning experience offers an enlightened perspective and practical approach to all the challenges and critical components of effective A/E/C channel design and management. Learn how to design, develop, maintain and manage productive channel sales and marketing strategies and relationships to create a sustainable competitive advantage. *Architects, Engineers, Interior Designers, Real Estate Brokers, Agents & Owners & Contractors influence major purchasing decisions. These groups guide and direct purchasing decisions not just for their own use, but for the creation of the built environment.*

Locations:

1. University of Massachusetts Club, One Beacon Street, Boston*
2. Boston Society of Architects, 290 Congress Street, Boston*
3. Corporate Office, Plant or National Sales Meeting Locations

*Catering & Concierge Services Available



Day One

9:00AM—5:00PM (Breaks included)

- Introductions
- What are Construction Specification Institute Trusted Advisors: The Current & Future Roles of the Supplier Team in Construction (*Amazon?*)
- History of the Construction Specification Institute & its connection w/ Government, Municipalities, Universities, etc.
- History of Ellen Swallow Richards, First Woman Student & Professor at MIT, Founder of Ecology, Healthy Food, Buildings & Housing & Lawrence Anderson, AIA, Former Chairman and Dean of MIT's School of Architecture and first President, Construction Specification Institute, Boston Chapter
- Marketing Strategies for Public & Private Projects & review of current U.S. Census Construction Spending
- North America's Building Trades Unions
- White Paper: Materials Transparency & Risk for Architects (EPD's & HPD's) & Google
- Sustainable Design Requirements & LEEDv4, The Well Standard, Insurance Institute for Business & Home Safety - Fortified Commercial & Residential, The National Standard for Resilient Construction, Living Building Challenge & NGBS

Session 01:

Pre-Project Activities

To understand the essential service that a supplier team provides in presenting products and offering consulting services

To understand the importance of delivering sales and continuing education to all members of the supplier team

To understand the importance of delivering continuing education to all members of the project team

To explore the importance of both acquiring and maintaining certifications from relevant organizations

Session 02:

Project Design

To understand the project design intent requirements in effort to determine project's product/system/material needs

To recognize the essential service that a supplier team provides in recommending product/systems solutions/applications to meet project requirements

To understand the importance of providing timely and accurate responses to product selection questions

To explore the importance providing/editing specification sections for project specific products/systems/materials

Day Two

9:00AM—5:00PM (Breaks included)

Session 03:

Procurement

To understand the need to assess product/system/material availability to meet project schedule

To recognize the need for discussion in regard to product codes, rules, regulations, and jurisdictional requirements with A/E

To understand the importance of providing product/system/material pricing to contractors for bidding

To explore the approval process, including substitutions, when appropriate or required

Session 04:

Construction

To understand the need to provide contractor with product/system/material delivery, storage, handling, installation, and initial maintenance requirements

To recognize the need to participate in product/system/material pre-installation meetings

To understand the importance of providing product/system/material training or certification

To explore the need to perform site visits to evaluate site-specific issues

Session 05:

Facility Management

To understand the training requirements for owner/facility maintenance staff

To recognize the need to notify the owner/facility manager of product/system/ material support availability

To understand the importance instructing users on product/system safety/proper operation and maintenance

To explore the need to explain warranty requirements to the owner/facility manager

Session 06:

Building Product & Material Sales & Marketing Strategies

NAICS Construction Codes
Guide to Data Sources for Construction from the U.S. Census Bureau
ARCOM MasterSpec, BSD & Interspec
Specification, Submittal & Substitution Play Book
UL Evaluation Reports
ICC ES Reports
Owner, Designer & Contractor CRM Tool
AQUENT
Specification Data and Analytics

At the end of this Course you will understand:

1. How influential the Boston Owner, Designer & Contractor Project Teams are Internationally
2. Who are the Construction Project Team Participants & their roles
3. That Sales & Marketing strategies are VERY differently for Public & Private Owners & Projects
4. What project specifications are, specifically General Requirements
5. How to find competitive intelligence in specifications
6. The critical importance to be clear, concise, correct & complete when writing specifications, submittals & substitutions
7. The importance of the Supplier's Team role in educating and supporting the entire Project Team
8. Adding Project Submittals to your Product Education & Marketing Initiatives
9. How to use Product Guide Specs, Data and Analytics to accelerate sales