A. Selling Your Firm/ Differentiating Your Firm from Competitors
   a. Commodityization also relates to employees and those you are trying to recruit
   b. Toughest question from clients: “Why should I choose you?”—Answer is key to your firm’s sustainability
      i. Approaching RFQ with “look what all we’ve done in the past” that got you to the interview already! Need to go deeper “what’s in it for me” empathy. “What problem can I solve for you today? How can I help you move towards a solution?”
      ii. Buyer’s journey> from when realize problem to hiring a firm, add value at each part of that journey
   c. Continue to hone skills, even in a good economy to weather through leaner times—don’t take foot off the gas with building relationships and prospective clients

B. Decision Making Tools, Tips & Tricks
   a. Project planning-tips for planning out staff/resources
   b. How to effectively manage programs and stay on top of task for project
      i. Be sure to have client involved in the decision-making process
      ii. Make an informed decision based upon expert input
      iii. Consider using personality assessment when hiring or matching up mentors etc.
      i. BlueBeam- project blueprint markups, comments, responses
      ii. One Note- digital note taking app
      iii. Slack- set up conversations regarding a project in one channel, can allow clients to access as well; have to set up some controls, when is it appropriate to use vs. e-mail
      iv. Google Hangouts- screen share and messaging
      v. Outlook- can group conversations of the same topic via same subject line
      vi. NewForma- groups into project folder, used to reduce time spent on administrative tasks, streamline project workflows, and power real-time collaboration for project teams.
      vii. Skype- everyone has to be on board and engaged, screen sharing and conferencing calling, all messages archived, helpful for offices across Indiana or the state, all talking
real time; can be used at times with clients; good way to instant message and tee-up
video conversations

C. **NearMap**- captures the urban US multiple times per year, and new aerial images are processed and
streamed to the cloud within days. Get instant access to all current imagery and historical aerials

D. Remote Workplaces
   a. Give employees the tools they need to work outside of the office
   b. State clear expectations when hiring
      i. Is the employee ok to work outside of 9-5?
      ii. Will the employee accept phone calls after hours?
   c. Most firms currently offer the opportunity to work from home, case by case basis, but an option
      for special circumstances
   d. Company server with VPN vs. cloud based remote login

E. Managing E-mail
   a. Appropriateness of e-mails vs. conversations
      i. Black and white communication- via e-mail
      ii. More debatable etc. conversations- on phone or in person
   b. Uniform e-mail titles are helpful for project filing/ organization
   c. Consider closing out e-mail to focus on task list? Or turn off notifications?

F. Seller/Doer Development
   a. Existing relationship key area for engagement
   b. BD bring in the engineer to provide for repeat business
   c. Recognize that some clients, don’t want to just talk to a BD person