



Construction 3.0™ Keynotes

Bold Discussions. Setting the Stage for Your Event.

Stop Telling Your Prospects You Are the Best Value...Prove It!

Ted Garrison, CSP, is a nationally-acclaimed construction industry visionary known for his high-energy, highly informative presentations that give audiences maximum take-away value. His Construction 3.0™ Strategies offer a new future for the industry.

A **civil engineer with 25 years management experience** constructing 10M SF of commercial buildings, he has been a consultant, author and speaker on construction management topics since 1998.

He is **author of *Strategic Planning for Contractors*** & co-author of five books on marketing, customer service and leadership.

As **host of the internet radio program, *New Construction Strategies*** (www.NCS30.com) he conducts weekly interviews with leading industry, business & government experts.

He averages over **50 presentations a year** to national and international construction audiences and private companies.

You need to attend this program if you are

- struggling to maintain profit margins when negotiating with clients.
- making short lists but not getting the project award.
- forced to compete for work from past clients.

While price is always a factor, successful contractors determine what is most valuable to their clients then focus on maximizing that value instead of trying to be the cheapest. Peter Drucker said that marketing and innovation were two skills at which business must excel. By *marketing* he meant market research—finding out what the client needs. Innovation takes this information and creates a better solution, in essence, better value for the client. The Construction 3.0™ strategies and principles give you the tools to improve your company’s profitability by focusing on the client’s needs. However, offering the best value isn’t enough. We live in a skeptical society. People don’t trust the government; they don’t trust the press; and they certainly don’t trust contractors. To compete based on value, you must be able to prove your value proposition, or your prospects are likely to select the lowest price. It’s essential that all construction managers and executives grasp the critical concepts in this program to effectively compete in today’s hypercompetitive marketplace. Contractors that have implemented these practices have seen their profits double and even triple.

Key takeaway points include the following:

- Strategies to better understand the client’s needs
- Strategies to remove waste and increase value for all stakeholders
- Strategies to increase your ability to deliver better solutions
- Methods to achieve better collaboration

“Engaging speaking format and very interesting subject matter and strategies. Excellent presentation!”

— *Karen Petersen, Dir. Mktg. & Bus. Dev., BBM Structural Engineering*

To discuss how to customize a keynote to kick-start your event, contact Ted now at 800-861-0874, Speaking@TedGarrison.com or www.TedGarrison.com