



ZWEIG GROUP
TRAINING PROGRAMS
**REAL MARKETING AND BRANDING
AND
AEC BUSINESS DEVELOPMENT**

Marketing and business development are distinctly different functions while being tremendously intertwined. For an AEC professional to understand the differences and how they work together, gives them the ability to see the full picture of how the firm wins work and grows. These two courses together will complete your understanding on what drives growth and success in firms thus empowering your career advancement and opportunities.

DAY ONE PROGRAM OVERVIEW:

REAL MARKETING & BRANDING FOR AEC PROFESSIONALS

- What's different about business development, marketing, and selling
- Unique challenges of marketing in a professional services firm
- How to market and sell a service as a product
- Opportunities for AEC firms where most go wrong in their marketing
- Differentiation techniques
- Branding for AEC firms
- Growing importance of social and content marketing
- Marketing strategy and tactics that drive sales and business development success

DAY TWO PROGRAM OVERVIEW:

AEC BUSINESS DEVELOPMENT TRAINING

- What's different about business development, marketing, and selling
- Dispelling the myths about selling
- How to overcome "sales reluctance"
- A practical system of targeting and specialization
- Techniques for dealing with obstructions
- Proposals that get noticed
- Presentations that will get the job
- The client-centric approach
- Building a personal brand

NOTIONAL AGENDA

8:30 am – 4:30 pm

CONTINUING EDUCATION 4.5 PDH / 0.5 CEU ONE DAY 9 PDH / 0.9 CEU TWO DAY

Zweig Group seminars are eligible for Professional Development Hours credits and Continuing Education Units. All attendees receive a certificate of completion indicating the number of hours earned during each seminar.



CONTACT

Zweig Group Events: events@zweiggroup.com / 800.466.6275
www.zweiggroup.com