

MAKING **REAL MONEY** ON LOW TENDER DESIGN FEES

Our One-Day Workshop That Gives You
39 REAL TACTICS To Make High Profits
On Design Projects With Low Fees

23 MAY 2017

Sir Stamford at Circular Quay
Prince Albert Room
93 Macquarie Street
Sydney 2000
Phone: 9252 4600

www.psmj.com

WORKSHOP AGENDA

I. WRITING LOW TENDER PROPOSALS

- Using "Mini-scoping" to avoid hourly work
- Six steps to follow before quoting a price so you never lose
- Differentiating your services so clients cannot price-shop
- Using a 30-second test to tell if your proposal is any good
- Sending undesirable clients to your top competition
- Making money on reimbursable expenses

II. NEGOTIATING LOW TENDER CONTRACTS

- Preparing yourself for every type of negotiation
- Find out the motives of your competition
- Techniques to practice during a mock negotiation
- 28 contract terms that force you to win
- How to share in your client's profit and success

III. MANAGING LOW TENDER PROJECTS

- Using dedicated teams and templates to optimize efficiency
- Documenting, invoicing, and getting paid for every variation during construction (including responding to RFIs)
- Knowing when "good enough" is good enough in the design phase and cutting back excessive design detail
- The single best way to monitor project progress
- 6 ways to get paid faster
- Measuring rework and putting a program in place to reduce it

LOW FEES DON'T NEED TO MEAN LOW PROFIT

Ever wonder if there is a way to get the upper hand in winning, pricing, and negotiating design projects when every other firm seems to be in a race to the bottom? There is!

We have packed 40+ years of proven strategies and tactics used by the most successful design firms achieving 20% profit margins right now. This is an immersion into skills, data, and case studies to get the fees that you deserve on any low tender design fee project.

This is NOT A SEMINAR where you sit and listen to an instructor drone on and on. Instead, this fast-paced, hands-on workshop illustrates how to implement practical skills using proven data and case studies on pricing and negotiation strategies, all while putting them into practice with fellow attendees.

We guarantee that you will have the confidence and answers that you need to respond to questions and comments like:

"Are you serious? We can get your competitor to do it for half the price in half the time!"

"You're the highest bid that we received."

"It is only a small change, why do you need more money for that?"

"We don't have the budget for that."

"Why is that not included in the fee?"

IT'S EASY TO REGISTER RIGHT NOW!

MAIL: PSMJ RESOURCES AUSTRALIA / PO BOX 773 ARTARMON NSW 1570

E-MAIL: EGOULLET@PSMJ.COM

PHONE: 02 8274 5444

WHO SHOULD ATTEND THIS WORKSHOP?

- **CEOs, Directors, and Principals.**
- **Marketing and Business Development Directors.**
- **Project Managers and Branch Office Managers.**
- **Those involved in fee setting or contract negotiation.**

THE 5 REASONS YOU SHOULD NOT MISS THIS WORKSHOP

- 1. Get 39 effective new tactics to make higher profits.**
- 2. Learn a proven six-step approach guaranteed to win negotiations.**
- 3. Discover 12 ways to raise prices without losing clients.**
- 4. Learn how to eliminate providing invoice backup ever again.**
- 5. Get must-use tips to reduce A/R collections by 50 days or more.**

Do You Really Understand What Your Clients Value?

There is a “value vacuum” in the A/E/C industry. Too many design firm leaders think they know what owners value. But, even if they deliver on that, they are often met with unhappy owners. The reality is that owners do not value mere qualifications or technical expertise. In fact, an industry-wide lament among A/E/C firms is that “our industry is becoming a commodity,” and it has, if we define a commodity as something in great supply that fetches a low price!

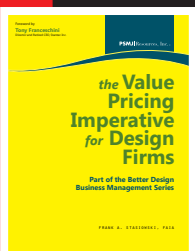
All firms have registered professionals, offer years of hard-won experience in their fields, are licensed in their states, and carry insurance. None of these criteria especially distinguishes one firm from the next, because these are features that don’t represent any particular value to the owner’s challenge or opportunity on a particular project. What owners do value are responsiveness, predictability, and budget accuracy, and to a degree, control over the other three. Getting paid for the value that you deliver starts with articulating the value that you deliver.

YOUR FACILITATOR



Frank A. Stasiowski, FAIA, is an advisor to CEOs and other leaders at many of the world’s top A/E/C firms. Additionally, he serves as an outside director for architectural and engineering firms around the globe and Frank’s experience includes serving as a director for a publicly-traded 4,000-person engineering firm. Frank helps firm leaders by challenging them to excel and to think differently about their constraints and obstacles. He is a prolific author, writing hundreds of articles for the *Professional Services Management Journal* and numerous books geared towards architecture and engineering firm leaders.

Frank’s recent best-seller is *The Value Pricing Imperative for Design Firms*. In it, Frank describes how traditional A/E/C practice is out...consulting is in. The most successful firms have moved out of design “production” and into client consulting. This book is packed with proven practical advice on managing cost, contract types, pricing change orders, cost accounting techniques, negotiating methods, liability considerations, bidding approaches and much more.



REGISTER NOW

Name _____

Position _____

Firm Name _____

Firm Type _____ Office Size _____

Address _____

City _____

State _____ Postcode _____

Phone _____

Email _____

SELECT YOUR FEE

\$1,400 +GST Regular Registration Fee

\$1250+GST*

Additional people from the same firm:

(Must be paid by 30 March 2017)

Deduct \$100 from each of the above prices

** Registration Fee is Non-Refundable. Substitutions Allowed.*

SELECT YOUR PAYMENT OPTION

Cheque enclosed for \$ _____ payable to **PSMJ Resources Australia**

Please bill me/my firm

Charge my: MasterCard VISA AMEX

Credit Card # _____

Expiration Date _____

Name _____

Signature _____

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Parking available

PROGRAM HOURS: 9:00am to 5:00pm

CANCELLATION POLICY

Cancellations made prior to the Seminar and/or no-shows are not eligible for refunds or credits, however, you may substitute attendees at anytime. For more information, contact Eral Goulet at egoulet@psmj.com.

TEAM DISCOUNTS

After attending our **Making REAL MONEY on Low Tender Design Fees** program, you are going to want to rush back to the office to implement all the new ideas you've picked up. But it can be tough changing the tide by yourself...so why not bring your fellow Principals along with you and **PARTICIPATE AS A TEAM!** We find that firms who register groups of people are able to return to the office and lead teams consistently and powerfully. We offer discounts for multiple attendees from the same firm attending this program.

100% MONEY BACK GUARANTEE

If you are unsatisfied with the quality of the Workshop for any reason, please send us a letter detailing the reasons you were not satisfied, and we will arrange for you to attend another educational event, or return your investment in full. If you choose to receive the refund, we will return 100% of the registration fee, and you still get to keep the special registration bonuses offered...

THERE IS VIRTUALLY NO RISK!

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