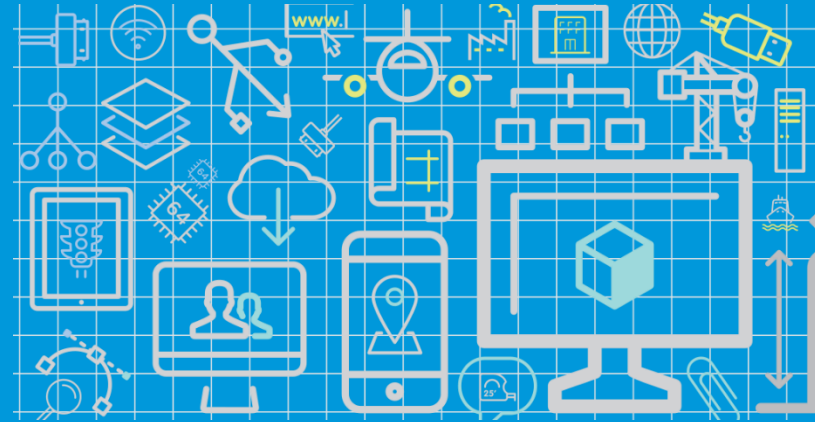


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## How to Effectively Market to Prime Contractors



Ruben Landa  
Senior Communications Manager,  
Texas/Mountain Region

# ESTABLISH YOURSELF AS AN EXPERT

- Public Policy
  - Funding
- Public Administration
  - Know the transportation agency
  - Know how they do business
- Industry
  - Know the leaders
    - Architecture and Engineering Firms
    - Construction Firms
  - Know their culture
  - Know their place in the industry and their primary markets
- Business Opportunities
  - What projects are coming
  - What type of project are they
    - Design Bid Build
    - Design Build
    - Private Public Partnership (P3)
    - Construction Manager/General Contractor
    - Construction Manager at Risk

# BE UNIQUE

- Do your research
- Sell your strengths
- Demonstrate your relationship leverage
- Maintain good credit and financials
- Have a big company image
- Do what you say you are going to do

# ESTABLISH A SALES STRATEGY

- Develop a niche
- Distinguish what makes your company better than the competition
- Hire good people – develop a job pool
- Build a great reputation built on integrity, reliability and success
- Provide exceptional customer service
- Develop a proven sales technique

# ESTABLISH A MARKETING STRATEGY

- Create a marketing plan that is focused and review/update often
- Do not waste time marketing to everyone – be selective and focused
- Concentrate on a specific group of customers
- Get to know your target market and build real and lasting relationships within these entities
- Create a 30-second elevator speech
- Develop a brand and good marketing collateral
- Designate funding for marketing and business

# ESTABLISH KEY RELATIONSHIPS

- It's not who you know but who knows you and your business
- Chambers of commerce
- Contractor associations
- Trade organizations
- Volunteer
- Networking events
- Support public officials
- Make key connections with industry leaders
- The absolute best way to build a relationship is by assisting the person you want to know

# HOW TO EFFECTIVELY MARKET TO PRIME CONTRACTORS

- Do research on the targeted project
- Do research on the prime
- Highlight your strengths
  - Know what your specific strengths are
  - Discuss past experiences and projects
  - Discuss expertise of your employees
  - Discuss your relevant industry relationships
  - Provide recommendations from prime peers
  - Share article and/or awards received for excellent work in industry
- What specific service or product do you have to offer
- Discuss the unique value you bring to table
- Know where you fit in the project
- Know the project schedule and timeline
- Do not exaggerate your capacity
- Do not waste prime's time

# HOW TO SEPARATE YOURSELF FROM YOUR COMPETITION

- Does Not Distinguish Your Company from Competition
  - We have been in business for X years
  - We have good products and services
  - We deliver on time
  - We deliver on budget
  - We have successfully completed projects
  - You should hire us immediately because we have a D/M/WBE certification
- Does Distinguish Your Company from Competition (The Hook)
  - Your niche or what makes your company unique
  - How your service or product is superior than the competition
  - Value engineering – How can you save your client money
  - What are your big name clients
  - What were big dollar projects



# HEAVY HIGHWAY OPPORTUNITIES – COMING SOON

- I-35E Southern Gateway / Deck Park Projects - Dallas
- I-35E Lower Stemmons - Dallas
- LBJ East - Dallas
- I-45 – Houston
- I-35 – Austin
- I-10 – Houston to San Antonio
- 2<sup>nd</sup> Causeway Bridge – South Padre Island

# TRANSIT OPPORTUNITIES – COMING SOON

- DART D2 Subway
- DART Cotton Belt Regional Rail
- DART Street Car Connector
- DART Station Expansion
- Texas Central Partners Dallas to Houston High Speed Rail
- TxDOT Dallas to Fort Worth High Speed Rail Connector
- Houston METRO 2040 Long Range Plan
- San Antonio VIA Light Rail
- Austin Capital Metro Commuter Rail

# AVIATION OPPORTUNITIES – COMING SOON

- DFW Terminal F
- DFW Terminal C
- DFW Runaway, Taxiway, AOA
- Dallas Love Field Rental Car Facility
- Dallas Love Field Second Entrance
- Bush IAH Mickey Leland International Terminal

# Questions and Answers

# CONTACT INFORMATION

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