

Advanced Business Development for General Contractors

PRIVATE TRAINING PROGRAM TAILORED FOR YOUR COMPANY

Finally, a resource designed specifically for Senior Management in the construction industry. This workshop will help explain the “Art of Business Development” and what you can do to maximize the processes you already have.

- *Market Strategies for Profitable Growth*
- *Developing a Sales Process, Tools and Tactics*
- *Assessment of Your Business Development Team*
- *Leveraging the Business Developer Role*
- *Differentiate Your Company Through Advanced Preconstruction Services*
- *Winning Proposal and Interview Tactics*

This program is ideal for all General Contractors wanting to improve. Training is tailored for Midsized firms wanting to better compete with the large firms for larger projects, Large Firms wanting to improve their Business Development department, and the Emerging Contractors wanting to take the next step in growing their business.

Contact Raymond Braswell
Email: raymond.b@dbmteam.com

TRAINING OVERVIEW

1 Market Strategies for Profitable Growth

- Defining General Company Goals
- Assessment of Your Current Capabilities, Clients and Markets
- Identify New Markets and Geographic Growth Trends
- Understanding Your Competitive Landscape
- Talent and Recruitment as a Competitive Advantage



Build Marketing Collateral that Opens Doors



Leverage Your CRM System for Results

2 Developing a Sales Process, Tools and Tactics

Scope

- Networking & Follow Up
Building Relationships
- Qualifying
- Research
- Outreach
- Preparation
- Negotiation

NETWORKING



Key Roles

- Business Developer ● (red)
- Senior Management ● (orange)
- Business Developer ● (blue)
- Senior Management ● (orange)
- Business Developer ● (red)
- Senior Management ● (red)
- Business Developer ● (orange)
- Estimating & Operations ● (grey)
- Senior Management ● (red)
- Business Developer ● (orange)
- Estimating & Operations ● (grey)
- Senior Management ● (red)

Projects — ? Primary ● (red) Support ● (orange) Technical ● (grey)



D. BROWN
MANAGEMENT

Working with D. Brown Management is like having a team of very well-rounded executives working closely with you to solve a variety of business problems on an as-needed basis.

SCHEDULE A CONVERSATION

"We know that business is not a one-size fits all, so we like to start with a simple conversation so both parties can learn about each other with no obligation."

- Raymond Braswell



CONTACT:

Raymond Braswell

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Raymond Braswell

Senior Consultant

D. Brown Management

Raymond Braswell began as an architect but moved into the construction side of the industry early in his career. Over a 20 year period he was President of two construction companies. The first was a \$20 million firm which he grew to over \$400 million through securing clients such as Marriott and Disney Development Company. The second firm was a \$60 million firm which he grew to over \$900 million in annual volume including the construction of a \$285 million casino constructed in 14 months.

He continues to consult Real Estate Developers by interviewing and selecting Architects and Contractors for their projects. In this way, he has an understanding of the needs of an Owner/ Developer and how the Contractor needs to position themselves in order to attract new business.

Raymond's unique perspective from his experience in architecture, construction and development can be an invaluable resource in assisting your company.

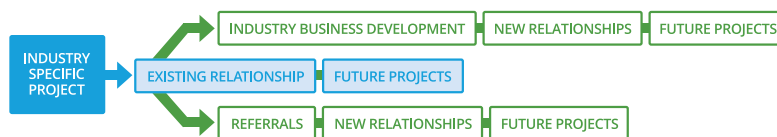
3 Leveraging the Business Developer Role

Business Developer Model



Seller/Doer Model

(Account Manager/Industry Expert)



- The DNA of a Good Business Developer
- Tailoring a Business Developer Model that Works for You

4 Differentiation Through Preconstruction Services

- From Napkin to Nails — The Preconstruction Process
- Building the Ideal Preconstruction Team
- Conceptual Estimating Strategies, Tools and Tactics
- Selling the Value of Your Preconstruction Services

5 Developing Winning Proposals and Interview Strategies

- Proposal Formats and Content
- Summarizing Project Schedules and Technical Details
- Presenting Competitive Advantages
- Presentation Training, Preparation and Coaching
- The Follow-Up Process



About D.Brown Management

D. Brown Management helps contractors grow profitably. We believe the construction industry is an integral part of the backbone of our country. We exist to help contractors build stronger businesses for the next generation by leveraging talent, technology, and capital through alignment and transparency.

Our philosophy is simple but powerful: Talented people form the foundation of every great company, and if you grow people, you will grow equity. We work closely with our clients to improve their entire project delivery lifecycle from project acquisition through close-out, including market strategy, talent development, financial controls, procurement, and technology.

Our hands-on approach provides a valuable third-party perspective, unbiased facilitation, and specialty expertise. Everyone at D. Brown Management has deep experience in the construction industry. Many of our team members have held senior leadership positions at ENR Top 400/600 sized contractors. Our clients are important to us. We are invested in their success. No matter how we are compensated for our services, we will act as if we are an equity partner in your business.

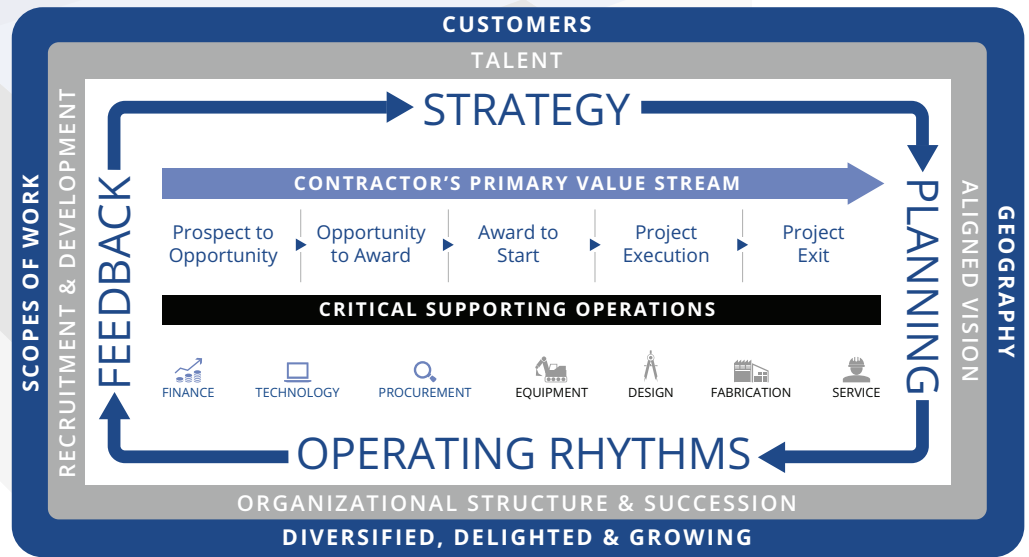
Are you happy with your score?

Could it be better?

Where are your three biggest bottlenecks?

Opportunities?

What would it be worth to eliminate those bottlenecks or take advantage of the opportunities?



CONTRACTOR SCOREBOARD

CUSTOMERS

92%

NET PROMOTER SCORE®

PROFIT

9%

PRE TAX NET

CASH

1.1

CASH METRIC

16%
GROWTH

0.62
EMR RATE

SUCCESSION COUNTDOWN

3 : 7 : 22
YEARS MONTHS DAYS

OUR SIMPLE GUARANTEE
★★★★★

If you are not satisfied with the quality of the work, you are not obligated to pay.


All relationships start with a simple conversation — if you are interested in learning more, **let's schedule a call.**


RAYMOND BRASWELL

GROUP MANAGER

Business Development & Sustainable Growth



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Raymond Braswell began his career as an architect then quickly moved into the construction side of the industry. Over a 20 year period Raymond built and successfully exited two large general contracting businesses. The first one he started from scratch as the President of a newly formed GC division for a large mechanical contractor ultimately growing it to over \$400 million through securing clients such as Marriott and Disney Development Company.

Raymond joined the second firm as President at \$60 million where he quickly developed a growth strategy. By heavily leveraging preconstruction services combined with an innovative approach to talent management the business grew to over \$900 million. Some notable achievements included the construction of a \$285 million casino constructed in 14 months and exited the business through an ESOP.

After exiting his company Raymond spent several years advising real estate developers and large project owners. He improved their processes for interviewing then selecting Architects and Contractors for their projects.

Raymond now spends his time advising construction contractors across the United States on key issues including market strategy, geographic expansion, preconstruction services, business development and succession planning. Ultimately Raymond's passion is setting a contractor up for long-term sustainable growth. Raymond's unique perspective from his experience in architecture, construction and development can be an invaluable resource in assisting your company.

All relationships start with a simple conversation — if you are interested in learning more, **let's schedule a call.**