

## **GETTING GOOD WITH GC'S (The ITB Dilemma)**

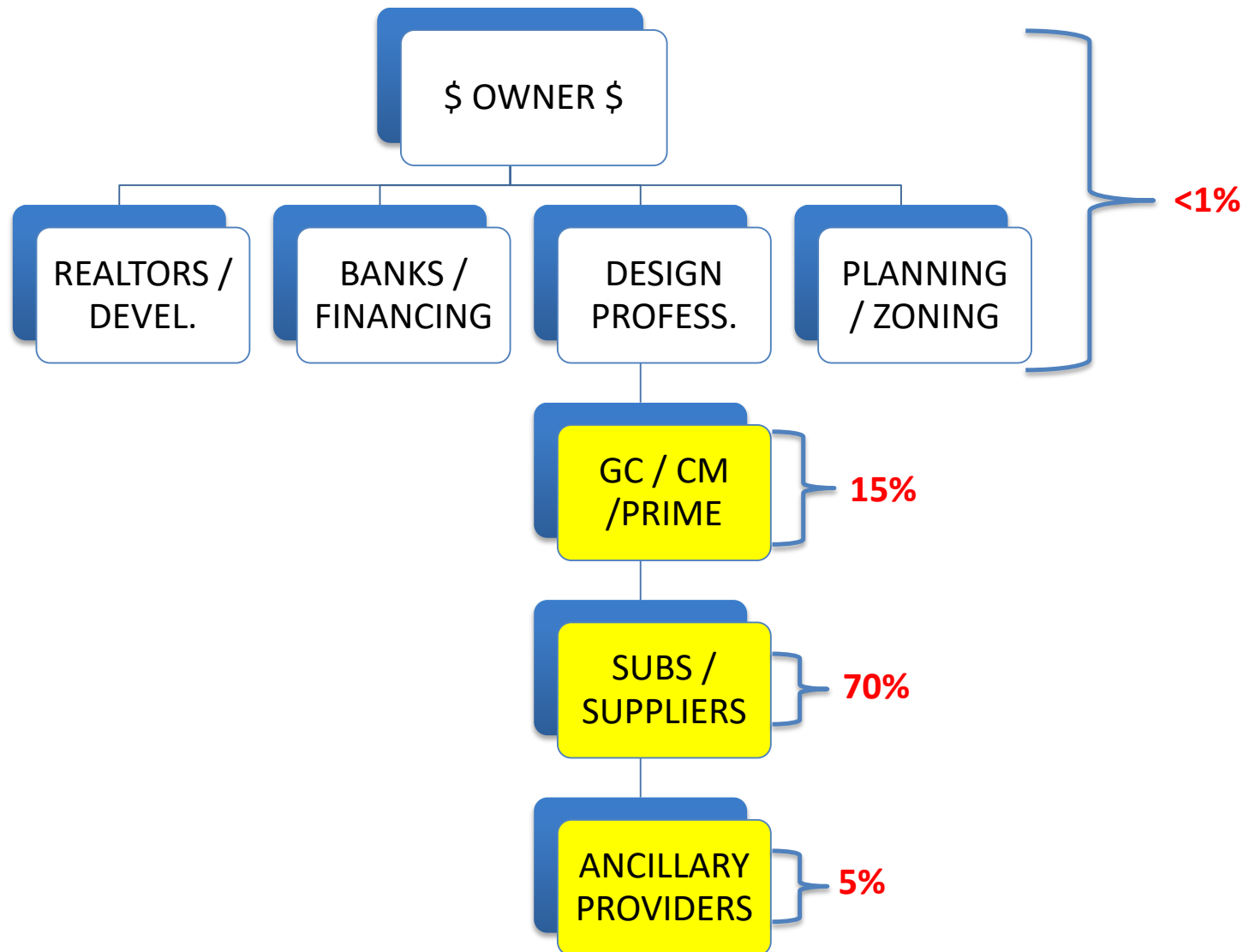
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# Getting Good with GC's

The ITB Dilemma

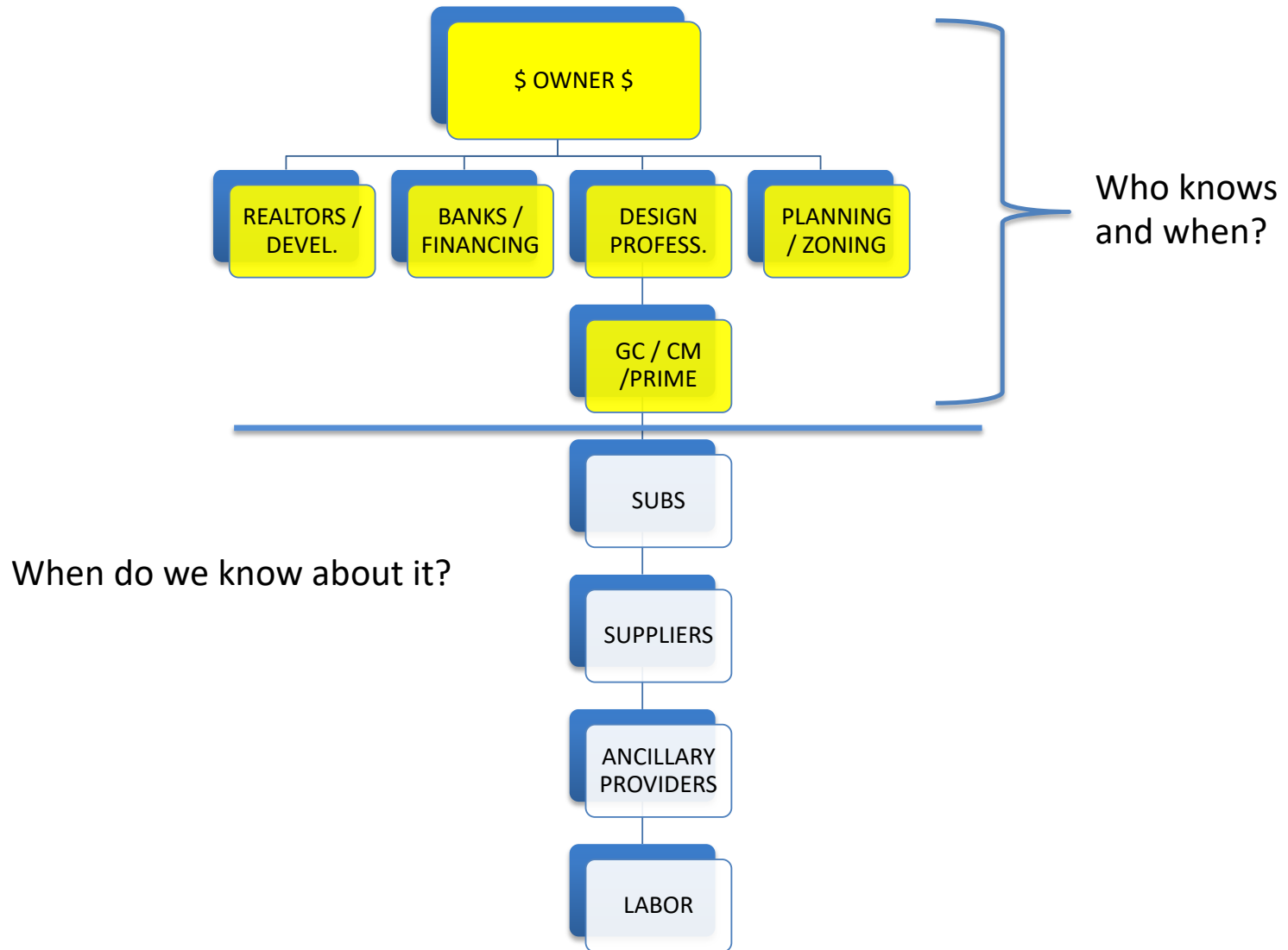
## BX MEMBERS (AVERAGE)



# Getting Good with GC's

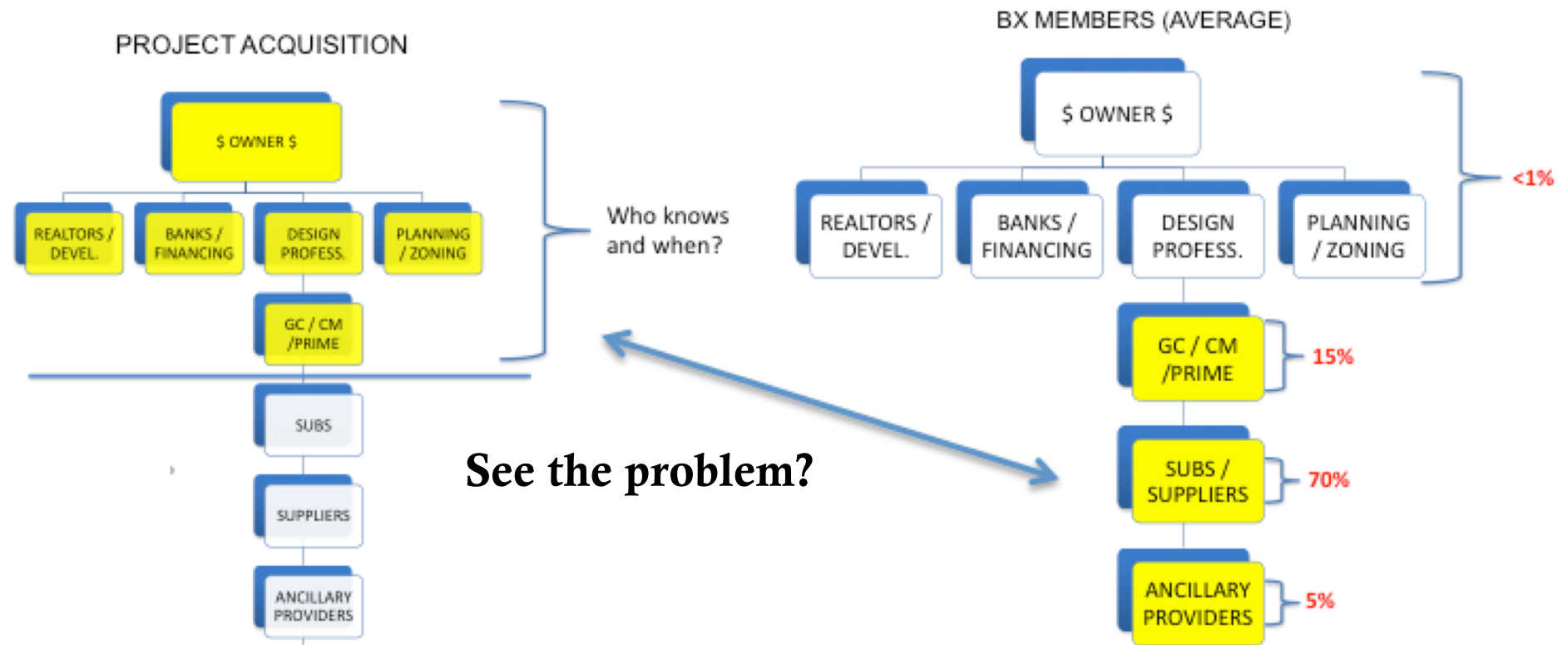
## The ITB Dilemma

### PROJECT ACQUISITION



# Getting Good with GC's

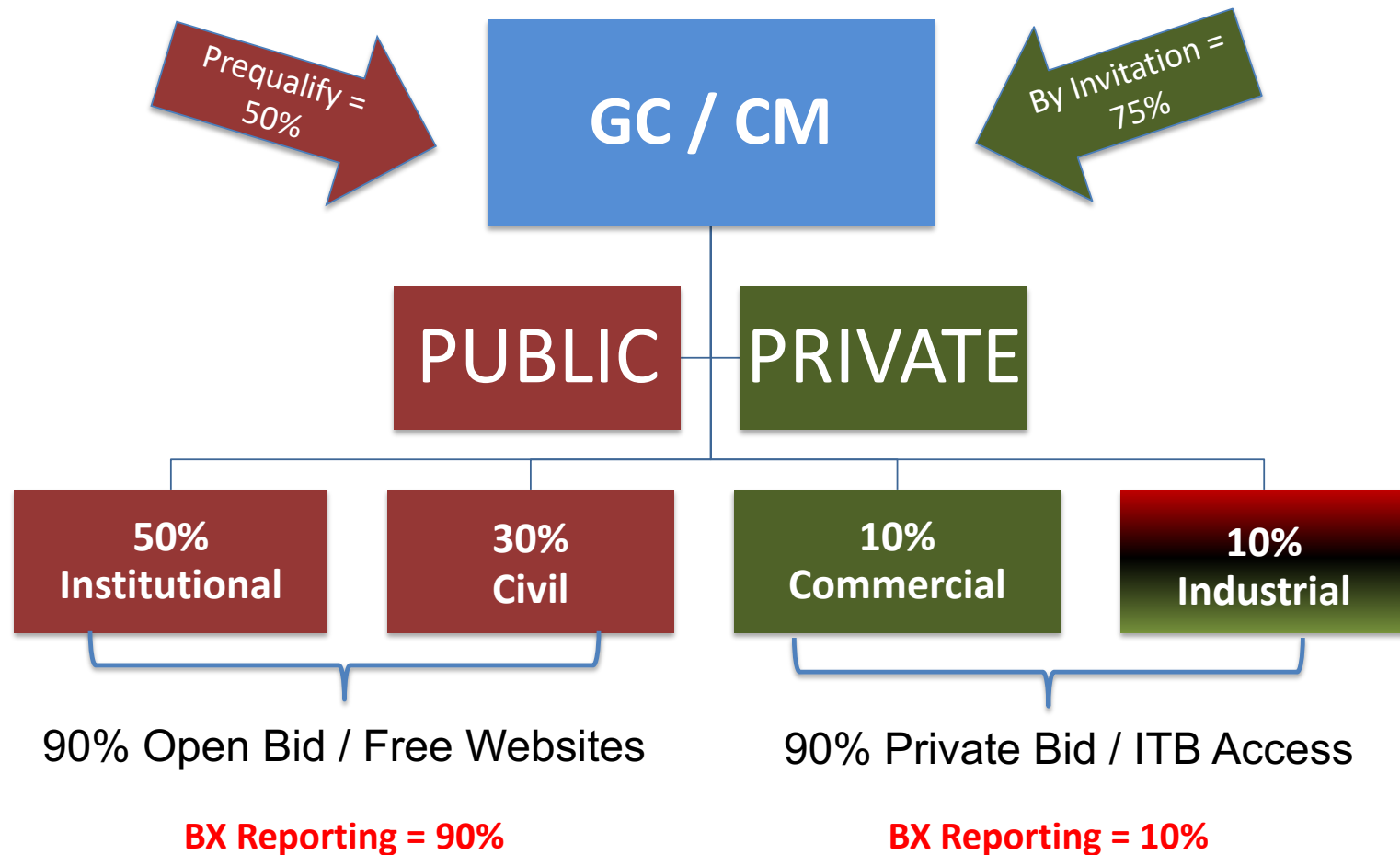
## The ITB Dilemma



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The ITB Dilemma

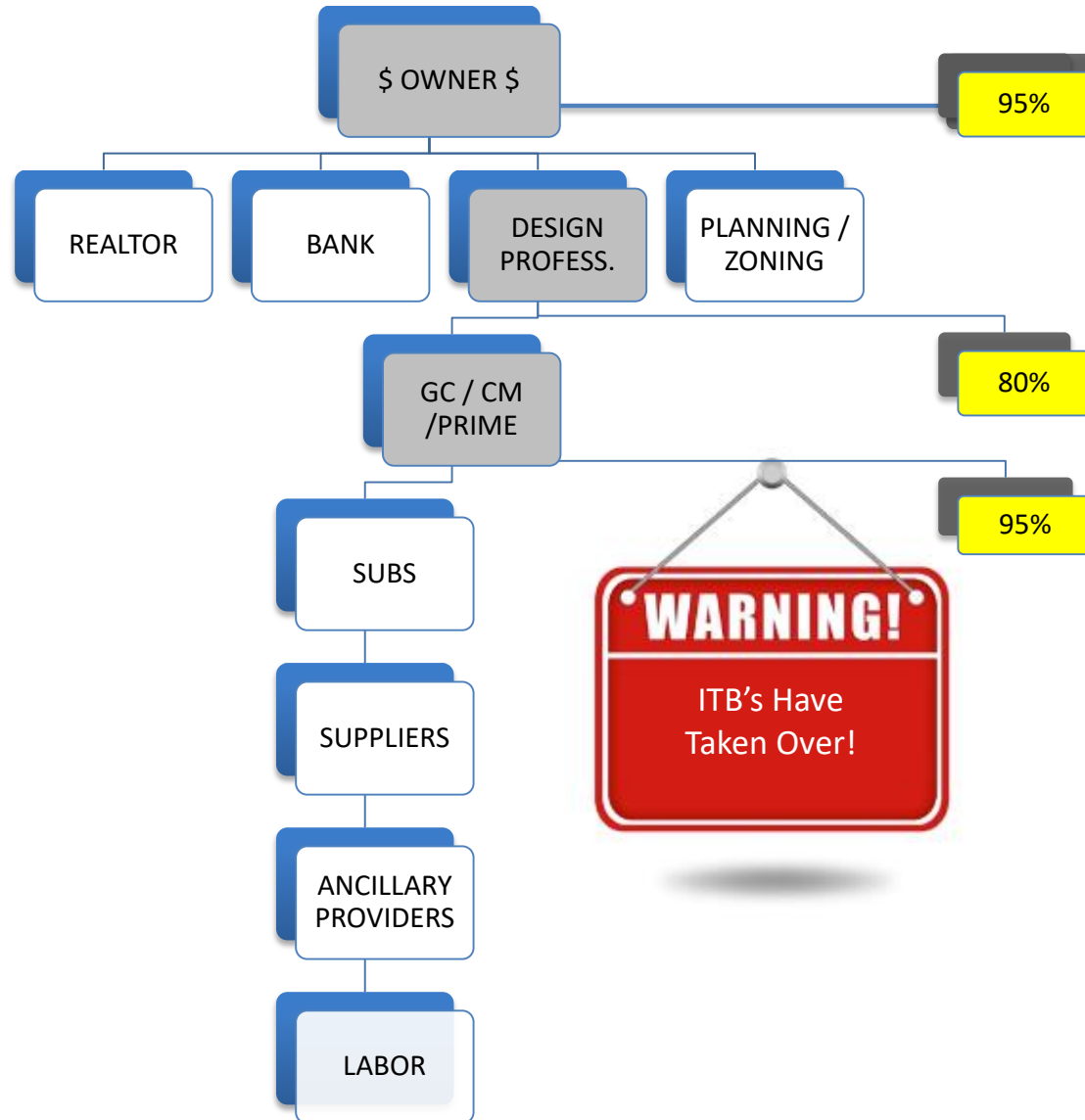
How does the bid process work?



# Getting Good with GC's

The ITB Dilemma

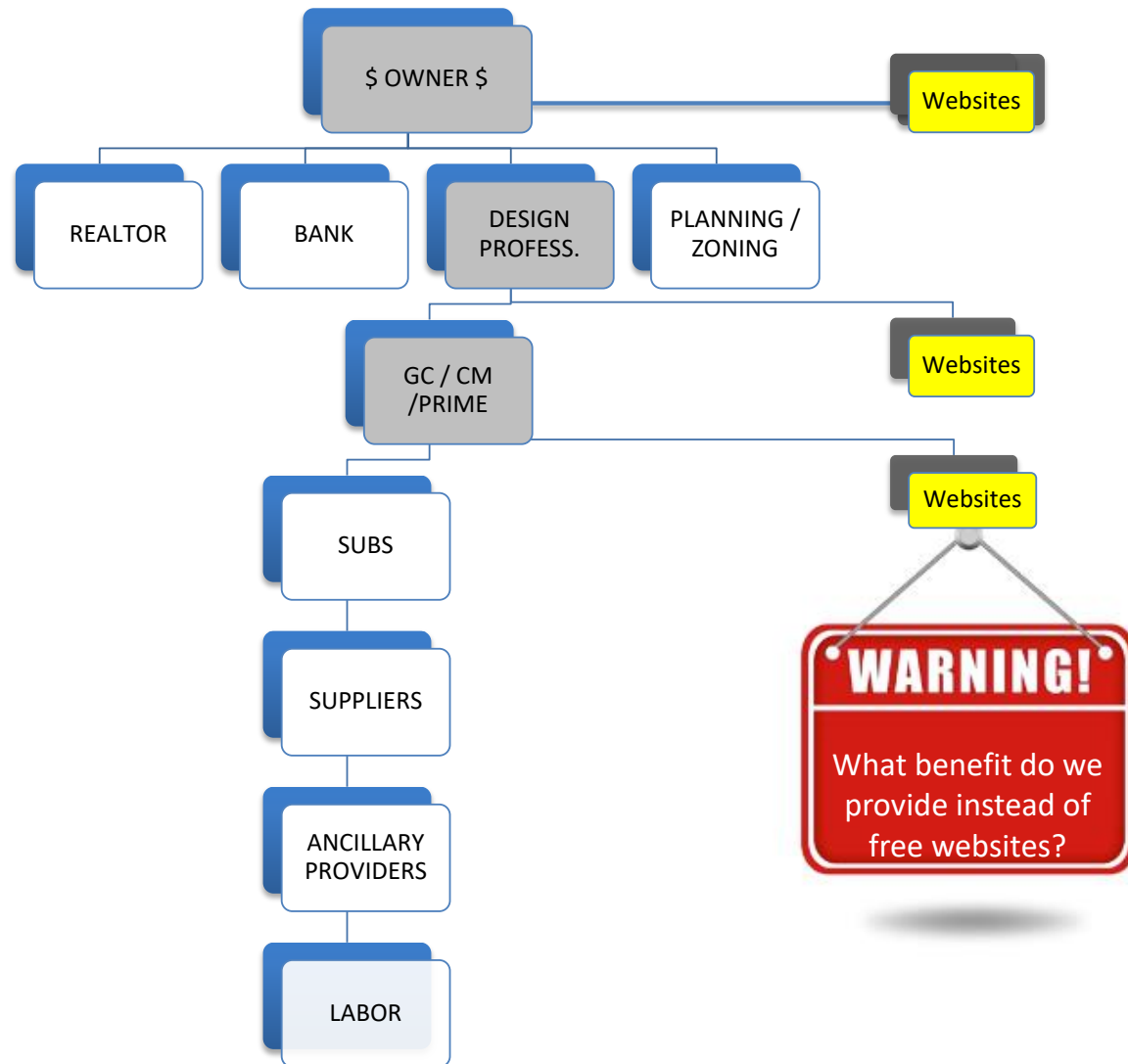
## "FREE" PLAN ROOM WEBSITES



# Getting Good with GC's

The ITB Dilemma

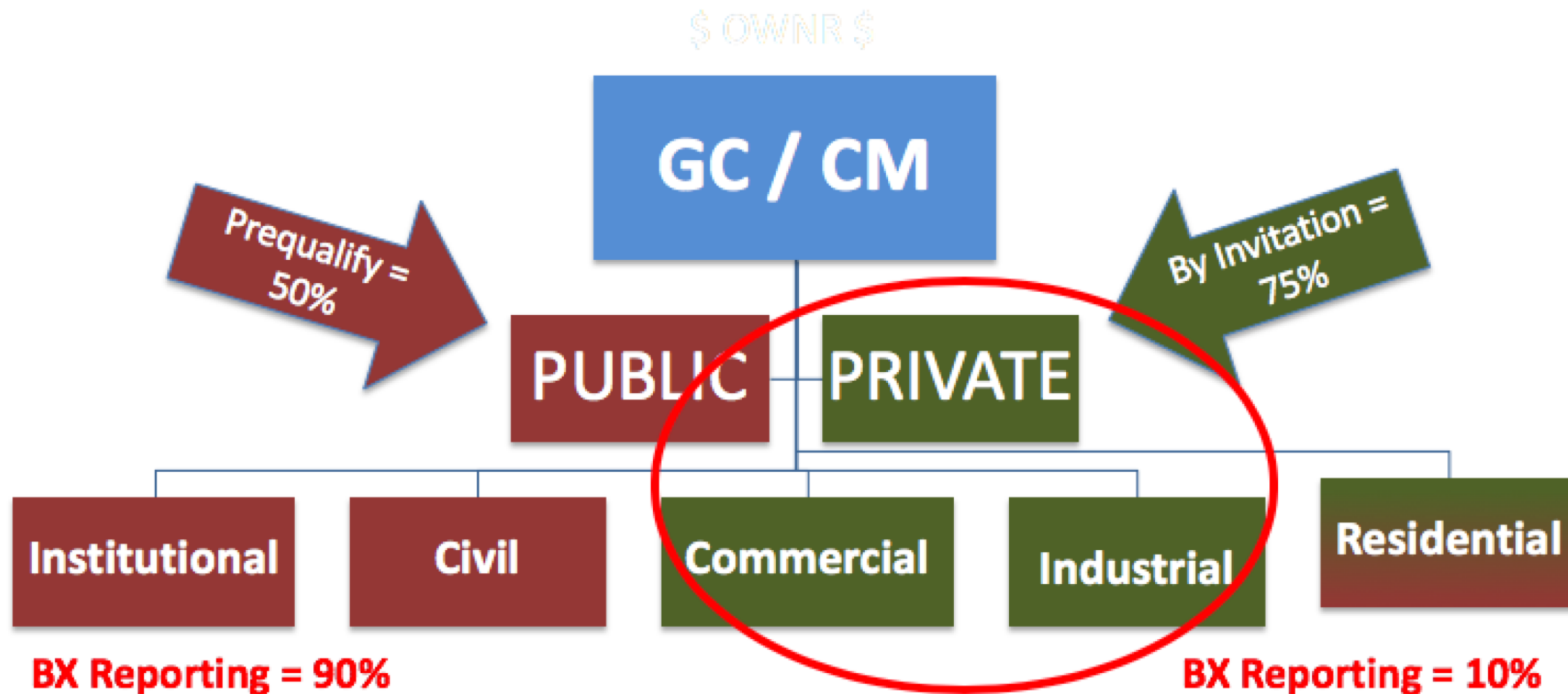
## BX PROJECT ACQUISITION



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The ITB Dilemma

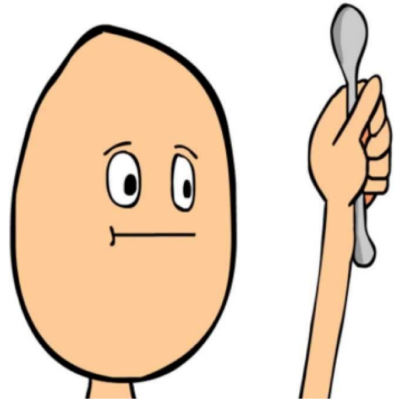
## What do members (subs) want?



Objective: Get to the **Prime Contractor**

# Getting Good with GC's

## The ITB Dilemma



### THE REPORTING RECIPE

- ❖ Blend Personal Contact, ITB's / Auto Sends & Website Searches equally.
- ❖ Mix thoroughly - over-reliance on a single method, i.e. downloading from web sites is not in the best interest of the BX and its members.
- ❖ Secret ingredient - personal relationships are the best source of project information.

**Goal: Get GC's to auto send ITB's to the Exchange**

# Getting Good with GC's

## The ITB Dilemma

HOW ARE YOU "REPORTING"?



**1. Website haunting – no interaction**



**2. Email – minimal interaction**



3. Collaterals – mail/email them a brochure or video.

4. Personal Phone Calls – **rare**

5. Personal Letters – **rarer**



**6. Build Relationships (rarest - unicorn rare)**

# Getting Good with GC's

## The ITB Dilemma

WHAT DO GC'S NEED?		WHAT CAN WE PROVIDE?
Put together a bid/proposal that beats the competition and makes money.	➔	Get details about RFQ's & RFP's quickly and efficiently. Trustworthy reporting - accurate, thorough & timely.
Know who's looking and who's bidding	➔	Visitors List (By Trade / Location) - Export to Excel.
Find more qualified subs quickly if not enough ITB response.	➔	Bid Directory - pull list by trade & location.
Keep internal database of subs clean - company names, addresses, phone #'s, etc.	➔	BX database constantly updated.
Pick subs that aren't going to cost money or involve lawsuits.	➔	Easy ability to identify qualified subs for price comparison to those invited. (Bid History).
Herd the cats.	➔	Project OverView (Courtesy Access to monitor bid activity.)
Finish the project on time and on budget (control Change Orders).	➔	Notify subs about Addenda quickly and audit trail of who looked at them.
Don't get sued.	➔	Complete bid docs and accurate reporting for look back referencing.
Personal Service (Relationships)	➔	Personal Service (Relationships)

### **STEP 1: GET YOUR DUCKS IN A ROW**

- Define “Private Work”. What information do you really want and from whom? Shot gunning is ineffective, time-consuming and expensive.
  - Who are your members?
  - Where are your members?
  - What kind of projects do they need/want?
- Who is sending you ITB's now and why? (Top 20)
  - Why do they send to you? How have they benefitted?
  - How are you keeping them close to you?
- Who should be sending ITB's to you but isn't? (Top 20)
  - Key firms in your primary membership area.
  - Have they sent anything to you in the past three years? (History)
  - What is their perception of your organization specifically and plans rooms in general?
- Ask them to put your organization on their ITB distribution list.

### **STEP 2: GET THE GC's DUCKS IN A ROW**

- What's in it for them?
- They do not care about your members or your history. They care about their business, i.e. winning work, getting the job done on time, on budget and avoiding hassles and litigation.
- You must articulate your value and convey it clearly. How are you different from large software providers?
- Schedule one-on-one meetings with key decision makers. Ask them to post one project and give free access to monitor it.
- Getting GC's to join is not the primary goal – content is the goal. Membership comes later as a result of good, reliable service.
- Email is not the way to establish relationships. It is a way to open dialogue and maintain relationships.

### **STEP 3: KEEP ALL THE DUCKS IN A ROW**

- Don't screw-up reporting on an ITB job. Make sure information is accurately reported. GC's are unforgiving.
- Teach staff how to flesh out a list of Invited GC's on private work so the GC that gave it to you isn't "naked" on the bid list.
- Protect your relationship with the GC, i.e. if an owner/design firm demands the project be removed from your site, DO NOT reveal which GC gave it to you. Consult with that GC to determine how the project should be handled.
- Reinforce the benefit the GC is receiving by posting the project with you, i.e. send them a "complimentary" copy of the Visitors List a couple of days before bid date as a courtesy.

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