



PROCESSSM



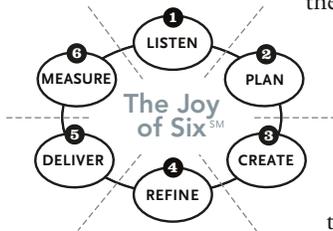
Being in the service business, we have the challenge of persuading clients to purchase something that doesn't exist. Your clients cannot "kick the tires" of a *future* multi-million dollar building. Sure, you can show past projects, but that doesn't guarantee future success. This issue of *The Marketing Voice* focuses on process as one of your firm's greatest assets.

1. Process Defined

Process is simply your project delivery method spanning from initial meeting through the life cycle of the building.

2. Why?

There are many reasons to make your process a persuasive reason for clients to select your firm. First, services like Architecture and Contracting are simply a promise. So, we need to empathize with the scary leap of faith our clients make in entrusting us to deliver on our promise. A proven process helps to soothe client fears during the emotional sales cycle. Also, process is an opportunity to differentiate you from your competition. Process is scalable and can be implemented at firms sized from 1–1000 to reinforce brand consistency across all branch offices. Finally, process is an asset that can live beyond the founding principals of your firm. This can add value in the event of ownership transition, merger or acquisition.



3. Develop, Articulate and BrandSM Your Process

Begin with listing the various steps your firm goes through to successfully complete a project. As you make this list, filter it through the positioning of what makes your firm unique. Work with a writer or brand communications firm to articulate your process in a way that is simple and compelling to a prospective client. Then brand it with a memorable name and even register it as a service mark. Our process, called *The Joy of Six*, is seen at left. I recommend a circular process to close the loop by measuring results of the completed project. This informs an improved next project and hopefully get you re-hired.

4. Demonstrate How Your Process Yields Success

A great movie ending requires a gripping story to first be told. So, when meeting with prospective clients, don't just show a portfolio of completed projects. Demonstrate how you reach successful results by presenting highlights of each project phase in the context of your newly branded process. Show sketches, talk about overcoming challenges, and share how intelligence gained in one project phase informs success in the next. Seeing how your process delivers on past promises plants the seed of future success in your clients mind.

Thanks for Listening,

David Lecours, *Creative Director*

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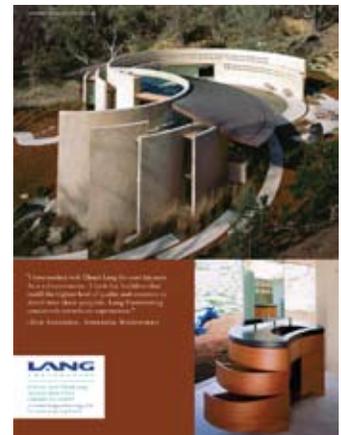
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