

BREAKOUT SESSION

“A” For Effort: Extraordinary Steps Communities Have Taken to Win Projects

MODERATOR: Michelle Comerford

PANELISTS: Robert Boehringer, Seth Martindale, Denise Mullis, Don Schjeldahl, Rajeev Thakur



Rules of Engagement

1. Panelists present “real life” example stories (4 categories)

- Audience vote on effectiveness of each example story
- Panelist “reveal” the outcome

2. Audience take notes on “takeaways” learned from stories

3. Panel share overall takeaways

- Discussion/input from audience

Categories



- **Marketing/Branding**
- **Virtual Site Visits**
- **In-Person Site Visits**
- **Closing the Deal**

Marketing/Branding



1. “You Never Know Who Reads Your Marketing Material”

- Robert

2. “Memorable at Every Turn”

- Robert

Audience Vote: Was it effective?



Virtual Site Visits

1. “Whose Line is it Anyway?”

- Robert

2. “Sorry You Couldn’t Be Here”

- Robert

Audience Vote: Was it effective?

In-Person Site Visits



1. “Details Matter”

- Seth

2. “Leaving Lasting Impressions”

- Don

3. “Make It a Team Effort”

- Denise

4. “Proactive Leadership”

- Rajeev

5. “Details Matter II”

- Seth

***Audience Vote:
Did the community “win”
the project?***

Closing the Deal



1. “Go Big or Go Home”

- Seth

2. “Addressing Competitive Disadvantages”

- Don

3. “Flexibility for Specific Challenges”

- Rajeev

4. “Attitude is Everything”

- Denise

5. “Welcome to our Metosphere”

- Robert

***Audience Vote:
Did the community “win”
the project?***



Takeaways (Summary)

Know Your Audience

Know Your Community

Go BIG or Go Home

Be a Flexible Problem Solver

EVERY Tour is an Interview

Details are Important

Stay Connected with ALL Stakeholders

Sweat SOME of the Small Stuff

Present Your Best Team

Local Interactions Can Win (or Lose) Projects

Incentives Don't Always Win Deals

Site Selectors Remember EVERYTHING

Takeaways



- **Know Your Audience**

- Think through what your actions might mean to their personality, client type, expertise, etc.

- **Details are Important**

- If you have made it to the site visit, you are close to winning, but that also means everything from that point on will be extra scrutinized.

- **Go Big or Go Home**

- These projects are competitive, typically doing the standard thing, or going through the motions, is not going to win the big projects.

- **Know Your Community**

- When faced with formidable challenges for staying in the hunt for corporate investment, know what your community is capable of delivering.



Takeaways (Cont'd 1)

- **Stay Connected**
 - Mobilizing resources quickly requires up-to-date working relationships with authorities, private sector service providers, agencies, and individuals at all levels.
- **Site Selectors are Elephants – we remember everything!**
 - Make sure what we remember is positive and reflects well on your community.
- **Every Tour is an Interview**
 - Make sure you always present yourself to “get the job” and show the client that if hired, you have the ability to deliver. (If not for this job, you will be remembered.)
- **Sweat some of the small stuff**
 - Details matter in this business. Whether it is a virtual tour or the real thing, put your best foot forward to present yourself and your community.



Takeaways (Cont'd 2)

- **Present Your Best Team**

- A site visit is a community's opportunity to present a team of key leadership and resources ready to support upfront and ongoing for future growth.

- **Incentives Don't Always Win Deals**

- Attitude and commitment to being a long term partner can be the winning ticket.

- **Be a Flexible and Creative Problem Solver**

- Having the ability to be flexible and creative with your support to help address the specific gaps or issues is key.

- **Local Interactions Can Win (or Lose) Projects**

- Choose (or manage) your local participants wisely and be mindful of what comments/stories are being told to the company/consultant. Impressions stick!

BREAKOUT SESSION

THANK YOU!!