



American Council of Engineering Companies Louisiana

Business Forum Speaker Spotlight

"The Realities of Client Behavior"

This session will provide participants with critical information to understand, analyze and act on what clients are really expecting in today's market. Developed and presented by a former client, this program is based on reality, not on sales theory. Don't take the chance that your competition sees it before you do.

Learning Objectives:

- Understand how clients process information on you and your competition.
- Learn methods to assess and manage client expectations in order to create greater value for the client.
- Learn what really attracts a client's attention and how to use it to your advantage.
- What clients really want in a proposal, presentation and in project delivery.
- Get behind "the curtain" to learn how to develop business processes that will motivate a client to exclusively use your company.

Jim Creedon

Creedon Management Associates LLC

Jim Creedon has over 30 years of experience as a client of engineering, architecture and construction firms. He is a nationally recognized expert on client relationships and client service strategies. His workshops, seminars and consulting have helped motivate firms to focus on the needs and expectations of the client and create loyal and more profitable relationships.

Jim has served in multiple roles in the public and private sector that provided him with direct interaction with hundreds of engineering, architecture and construction firms. This experience allows him to unlock the thinking of a "client" and help you better understand and serve your clients.



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