

Government Construction Experts

Advanced Training with Doug Reitmeyer



From LinkedIn – Construction Business Owners Group - 3 Postings by Doug Reitmeyer



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What do you do when you get asked for quotes over the phone or by email. I feel these people asking are just looking for the lowest price they get told.

My response:

This will be well worth spending some time on when faced with this or any similar situation because "An investment in the right knowledge, followed by the application of that knowledge in your business, is worth a thousand times more than the same investment in any stock on the market." - Doug Reitmeyer

Your Government Construction Expert (GCExperts.com) says (assuming that Bob is your potential client):

"Bob, I really appreciate that you are considering a quote from our company. Is price the only factor here, or what role will quality and/or timeliness be considered in the decision making process?"

Let him think and respond . . .

"And Bob, how important is it for you before you receive a proposal to know that I fully understand and comprehend exactly what your expectations are, so we don't have any disagreements later?"

Nobody, and I mean "no body" buys price alone because if we did, everyone would be driving Yugos or Kias. What sets the professional apart is that he understands what his customer is thinking, and controls the selling process.

Consider the old: Good, Fast, Cheap; pick any two

This is what the pro understands and he sets out, right from the start, to figure out what the customer really wants.

Don't feel bad if you don't fully comprehend this concept because I suffered with the old

"Your price is too high"

for many years until I finally "got it" and really started making money - see the story of the \$100,000 letter at www.100KLetter.com for details.

For the professional, there is a well defined process, call it the "Selling Dance" if you'd like, that starts with "Building Rapport", goes through several more steps and ends with

"So Bob, tell me what you want me to do next?"

Bob always gives me the order because by then he has figured out that he is going to get the best "value" with me and the best value is what every customer wants.

Words like,

"You know Bob, it has been my experience that when someone pays too little for something, they end up getting less than they thought they would. One reason is that, in the construction business, the minute the contractor takes his eyes off the customer to worry about an unprofitable contract, the quality or timeliness suffers. The quality suffers when he tries to cut corners and the timeliness suffers when he realizes that he better find a better paying job if he wants to stay in business."

Want to know more about how you can greatly improve margins and revenues? Visit the Experts at www.GCExperts.com then read the unsolicited emails at www.GCExperts.com/testimonials.

You'll be glad you did. Doug Reitmeyer, phone [512-750-2677](tel:512-750-2677)

PS - John Ruskin said over 100 years ago,

"It is unwise to pay too much, but it is also unwise to pay too little. When you pay too much, you lose a little money; that is all. But when you pay too little you sometimes lose everything, because the thing you bought was incapable of doing what you bought it to do."

"The common law of business balance prohibits paying a little and getting a lot. It cannot be done."

"If you deal with the lowest bidder, it is well to add something for the risk you run and if you do that, you will have enough to pay for something better."

"There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper. The people who consider price only are this man's lawful prey."

Our clients are taught the fine art of uncovering the pain and concerns surrounding that pain. Think about it - any construction services you have ever thought about procuring went through the mental process of

What will it look like?

Who should I get to do it and why?

How much should I spend or budget for it?

What will I do if the contractor says “that wasn’t included in my bid” or hits me up with change order requests

What if the contractor doesn't pay his subs and liens are filed against the property?

What if someone gets hurt while working on my land?

Everyone has seen the movie “Money Pit”, they know that shit happens and so they naturally have concerns.

The smart representative is the person that takes the time to uncover the clients' worries and builds his or her solution around alleviating them forever so the project can move forward right away.

Do that and you will always get the contract over your competitors.

There were other respondents suggesting to make the buyer get bids from others before providing a quote and one of them said words to the effect, “Be the last person there . . .”

That’s when I wrote:

With all due respect to the other professionals posting here, let's stop hoping, quit stalling and get the business now!

The person called and wants to get some work done. So learn how to take the business before anyone else has a chance. Here's part of the how:

"Bob, I'd love to give you a price, but like any prudent contractor, the bid you would get would necessarily have an allowance for contingencies that you may not want to pay for. I'm not in the business of taking advantage of my customers' inexperience at investing in construction services."

You know Bob, I love working with smart people like yourself, and given that the economy has made your hard earned dollars more difficult to part with, let's set up a convenient time when you can explain in detail exactly what you want to get done, when you want it completed and what you have allowed in your budget.

Here's why Bob: You sound like a pretty intelligent guy that can articulate what it is that you really want and the investment or money you intend to spend, is that a fair assessment?

Everyone knows that there are unscrupulous contractors out there that will low-ball you, then take your money and give you less than what you bargained for. And when you checked us out, you found that that we are well known for creating happy and satisfied customers. In fact, it is our reputation that put us in a class all our own, so you know with us, you are making the right decision.

So rather than risk making a mistake, how's your schedule tomorrow afternoon? Or is getting to it sooner rather than later of utmost concern?"

If I'm the first guy in, I'm going to have that client struggling with the agony of meeting with other contractors, the pain of listening to the shysters that migrate into our trade and the anguish of wasting time due to fear and indecision.

Then, when Bob is hurting so bad that he can't stand it any longer,

"Well Bob, now that we've covered all the quality and timeliness concerns, and you know I fully understand exactly what you need, is it just a matter of meeting your budget requirements?"

And with a little more training, you'll end up with "OK Bob, like I said from the start, you are a really intelligent guy; you know what you want, the quality you expect and when you want the project completed by. You've also convinced me that you don't like wasting time and worrying about making a bad deal and that you certainly don't want to take a chance with getting involved with a bad contractor. So tell me exactly what you want me to do now?"

The professional will be the first guy in and the only guy that gets to quote the job. And when you get really good at this, you won't be leaving a quote on the table that might get shared with "Bob's" brother-in-law or anyone else.

The proposal I turned in at Langley Air Force Base for the new water tower was so good that it was the only proposal that was fully reviewed by the Air Force procurement team. It received an "Exceptional" rating and we got the \$1,374,000 contract, even though there were 4 other bidders.

Want to learn more? Just send an Email to doug@gcexperts.com or call 512-750-2677.