

# AEC MARKETING for Principals

## KNOW YOUR VALUE: EMPOWERING SELLER-DOERS, DRIVING PROFITABILITY, AND HAVING TOUGH CONVERSATIONS

with Bill Hinsley



- 1.** Power in Listening: Take an active listening role in your client relationships. In order to problem-solve for your client, you have to better understand their pain points. The interpersonal relationship is necessary for a successful client relationship.
- 2.** Ask the right questions: sometimes we have to ask our client's the right questions to get to the heart of the issue. It may take asking the same questions three or four times to drill down the information you need.
  - What is your goal?
  - What keeps you up at night?
  - What is your biggest ambition?
  - Why? Tell me more
- 3.** Understanding the value equation: Your company's value equals the benefits you provide clients minus the cost. By understanding your value at any given time, you can better position your firm's profitability. Ask yourself: Do we need to increase our fees? Is there an opportunity for a change order or added scope? Is this client relationship healthy? Do we need to fire our client?
- 4.** Register for PSMJ's Thrive 2021: <https://go.psmj.com/thrive-2021-home> September 22-24, 2021 in Scottsdale, AZ
  - Judy Sparks and Bill Hinsley speaker sessions:
  - **Judy Sparks:** Effective Digital Marketing for AEC Firms: How to Build Business in a Low Touch Environment
  - **Bill Hinsley:** Execute the Perfect A/E/C Pursuit Strategy: How to use Pull Through Marketing, Networking, and Lead-Warming

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