

Hosting Prospect Visits & Building A Prospect Team



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Building A Prospect Team



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Building A Prospect Team

Prospect Team To Include Selected People From:

- Existing Industry Leader
- Someone To Sell Your Program To:
Recruit, Screen, & Train Labor
- Utilities/Infrastructure Providers
- Engineers
- Elected Officials
- Entrepreneurs/Successful
Businesspeople
- Someone Who Creates “Energy”





Building A Prospect Team

Prospect Team To Include Selected People From:

- Plus, Site Or Building Representative
- Plus, State Representative





Building A Prospect Team

Prospect Team Mistakes:

- Having “Low Energy”
- Having Only Public Sector/Elected Officials
- Having Only Infrastructure Providers
- No Businesspeople/Entrepreneurs
- Using Same Team All The time, Have Bench Players
- Not Having Sales Training Course
- Not Being Warm With One Another





Hosting Prospect Visits



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Hosting Prospect Visits: Preparation

- Economic Developer Plans The Visit & Gets The Buy In Of Whoever Generated The Project
 - Understand Exactly What The Prospect Wants & How Much Time They Will Have
 - Be Flexible On Time
 - Communicate With The Local Team
 - Economic Developer Controls Every Person The Prospect Meets
 - Train The Team On What Not To Say
 - Determine Who Will Take Notes & Send List Of Follow-Up Items
- Learn As Much About The Company & Their Industry As You Can In Preparation



Hosting Prospect Visits: Preparation



- Plan Transportation
 - Vehicle
 - Plane
 - Helicopter
 - Boat
- Who Will Go In What?
- Have A Test Run Of All The Routes
- Have Snacks, Coffee, Water, First Aid Kit, Phone Chargers

Hosting Prospect Visits: Preparation



- Meals
 - Avoid The Subway Or Jimmy John's Lunch If Possible
 - Choose Local Restaurants
 - Carefully Plan Who Will Attend
 - For Dinner, Choose White Tablecloth, Paper Menus If Possible



Hosting Prospect Visits: Preparation

- Lodging
 - Recommend Best Hotel
 - Check The Rooms To Make Sure Clean
 - Leave Goodie Bag Of Locally Grown Or Manufactured Items
 - Offer To Pick Prospect Up At Hotel (Or Airport If They Are Arriving By Air)

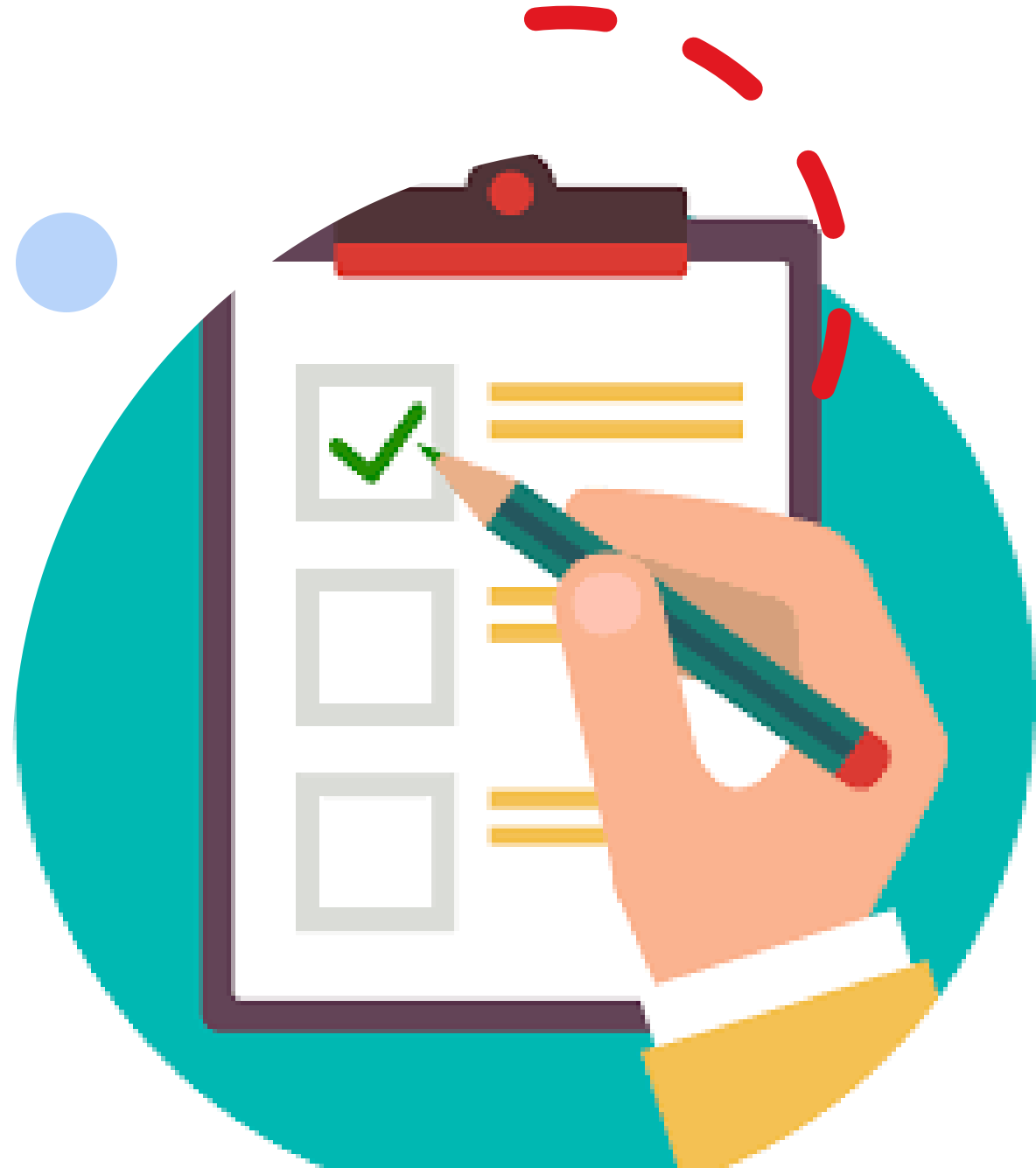
Hosting Prospect Visits: Preparation

- Site/Building
 - Prepare It By Cleaning, Mowing, Debris Removal
 - Control Who Is At This Meeting
 - If Building: Open All Dock Doors, Get As Much Natural Light As Possible
 - Take Bolt Cutters, Keys
 - Have Maps Showing How You Can Expand The Building Or Site
 - Know:
 - Ceiling Height
 - Floor Thickness
 - Bay Spacing
 - # Dock Doors
 - Infrastructure



Hosting Prospect Visits: Preparation

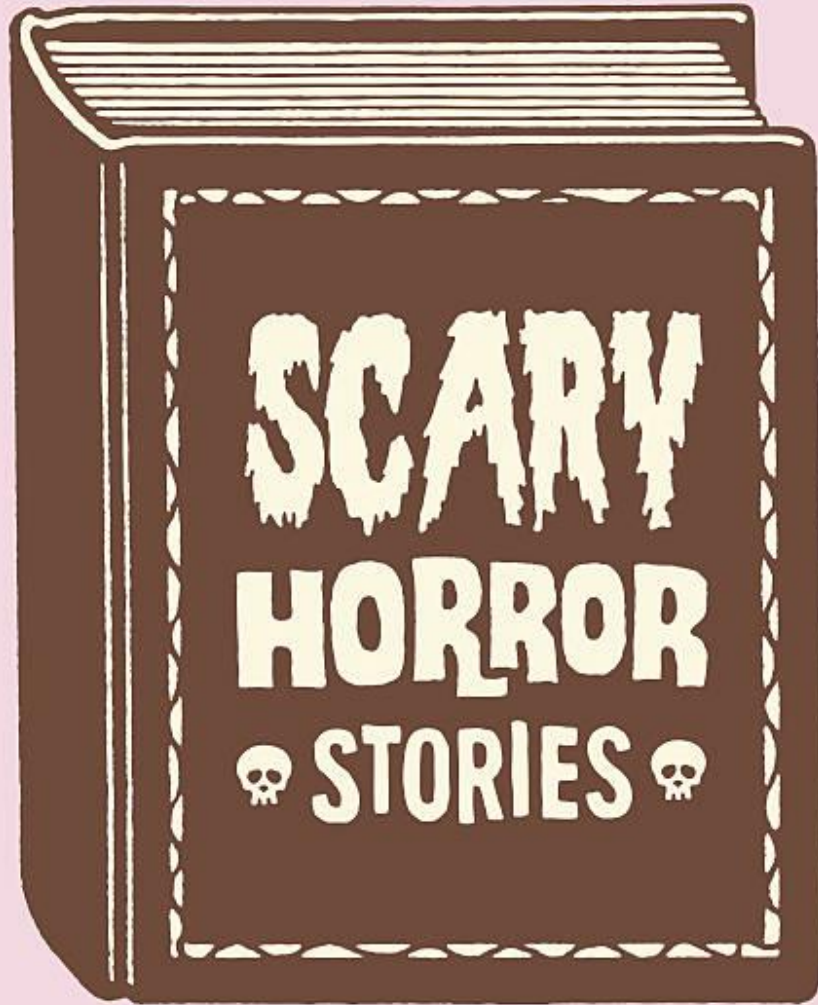
- Presentation
 - Determine Where To Have The Big Meeting
 - Water, Coffee, Snacks
 - Anticipate Your Weaknesses, How Will You Answer?
 - Know The Case Studies & Stories You Will Tell
 - Do You Need An Alternative If It Rains?
 - Plan Information To Present:
 - Agenda
 - Contact Information Of All Attendees
 - Building/Site Overview
 - Overview Of Existing Industries
 - Overview Of Support Services
 - Quality Of Life Assets
 - How You Will Recruit, Screen, & Train For The Prospect
 - Maps
 - Incentives
 - Favorable Tax Laws



Hosting Prospect Visits: Demonstrating Hospitality/Etiquette

- Gifts
- Offer To Pick Up At Airport Or Hotel
- Don't Overdo The Culture
- Be Flexible On Time
- Recruit The Client / Don't Tell Them You Don't Believe Them
- If You Don't Want This Prospect, Tell Them Before They Visit





Hosting Prospect Visits: Stories Of Bad Visits

- Big City Realtor
- Electric Company Said “I Don’t Believe You”
- Locked Out Of Gate
- Robbed
- “We Don’t Recommend Hotels”
- Talk Of Lots Of Other Projects



Thank You



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