

Prospect Visit Decorum



Next Move Group
We Are Jobs



Decorum During The Prospect Visit



Next Move Group
We Are Jobs



Decorum During The Prospect Visit- “Just Say No”



Next Move Group
We Are Jobs



Decorum During The Prospect Visit





Decorum During The Prospect Visit





Decorum During The Prospect Visit



Decorum During The Prospect Visit

**DON'T BASH YOUR
COMPETITION**



Decorum During The Prospect Visit





Decorum During The Prospect Visit





Decorum During The Prospect Visit

Decorum During The Prospect Visit

- Just Say No To Discussing:
 - Politics
 - Other Potential Prospects/Projects Unless They Area Announced
 - Negotiations Past 1st Base



**Decorum During The
Prospect Visit-
“Making The Right 1st
Impression”**



Next Move Group
We Are Jobs



Expectation of Confidentiality



Decorum During The Prospect Visit

- Don't OVERDO Trying To Match Your Prospect's Culture

Decorum During The Prospect Visit

- Prospects Are Often Late Or Get Off Schedule, Relax, & Roll With The Punches.
- Coach Your Team To Expect The Unexpected & Roll With The Punches.



Decorum During The Prospect Visit

- **Your Spokesperson
Must Bring Good,
High Energy**



Decorum During The Prospect Visit

- “Please”
- “Thank You”
- Open Doors
- Help With Luggage
- Clean Up After Yourself

**You never
get a second
chance to
make a first
impression.**

Decorum During The Prospect Visit

- Offer To Ship Any Large Items You Present The Company During The Visit
 - Gifts
 - Maps
 - 3-Ring Binders of Information





Decorum During The Prospect Visit- “Interacting With The Prospect”



Next Move Group
We Are Jobs

Decorum During The Prospect Visit

- Be Honest With Clients
- Speak Clearly
- Ask Clarifying Questions
- Be Attentive To Body Language
- Be Solution Focused
- Talk In Timelines





Preparation Before The Prospect Visit



Next Move Group
We Are Jobs

Preparation Before The Prospect Visit

- **Prospect Team:**
 - **Local Economic Development, State Economic Development, Elected Official or Development Agency, Utilities, Schools, Workforce, Existing Industry, Chamber of Commerce (To Speak To Attitude Of Community Towards Business), Building/Site Rep, Engineer, Entrepreneur Or Executive Not From The Area Who Moved There & Is Successful & Loves It**
- **Prepare Ahead Of Time**
- **Have 1 Person Sell The Workforce Primarily, Not 17 Different Agencies**

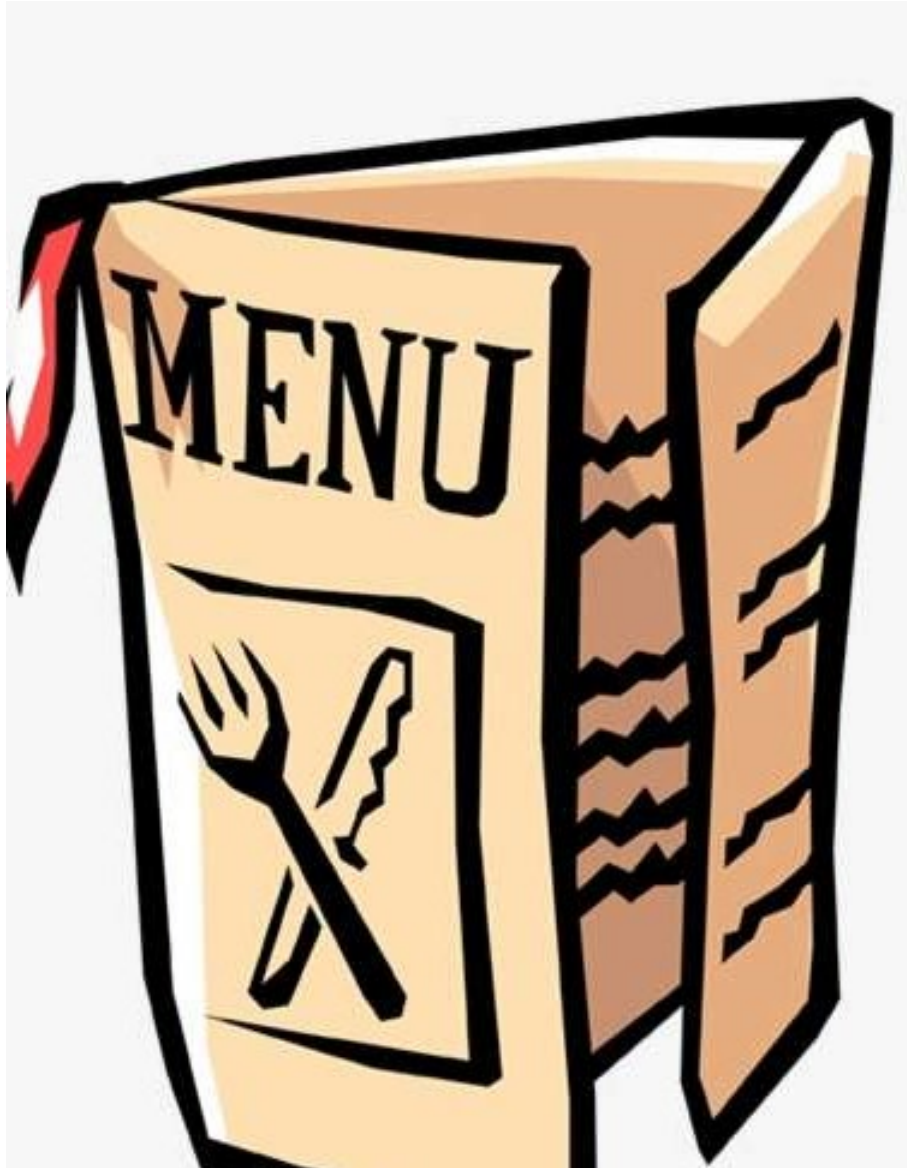


DRESS CODE



Preparation Before The Prospect Visit

- Ask The Consultant Or Company If They Will Be Dressed Business Or More Casually Since They Are Touring Sites.
- Dress As If You Are Going To Church If You Don't Hear From The Prospect.



Preparation Before The Prospect Visit

- **Food Options:**
 - **Ask Consultant Beforehand If Anyone Has Any Food Allergies.**
- **For Meals Have Vegetarian Option, Fish, Chicken, Beef.**
- **Have Healthy Snack Options In The Prospect Meeting Room & Vehicle For The Tour Plus Drinks.**



Preparation Before The Prospect Visit

- **Vehicle Options:**
 - What Vehicle(s)?
 - Who Rides In What Vehicle?
 - Plan Route (Residential, Recreational, Industrial)
 - Show Video During Route?
 - Keep Drinks, Snacks, First Aid Kit Onboard.



Preparation Before The Prospect Visit

- **Agenda:**
 - Allow Time For Breaks, Calls, Email Checks.
 - Ask The Consultant Or Company What They Want On The Agenda.
 - Ensure Each Person On Your Prospect Team Knows Their Role, Introduce Everyone By Having Them Say 1 Thing They Love About The Community.
 - Identify One Person As The Primary Note Taker.
 - Ensure You Have One Primary Master of Ceremonies With High Energy.
- **Typically:**
 - Community Overview Of 10-15 Minutes Max
 - Begin With A Community Map
 - Presentation On Site/Building, Labor, Transportation, Education, Financing, Quality Of Life
 - Tour
 - Existing Industry Visits
 - Meal

Preparation Before The Prospect Visit

- **Information Packet:**
 - **Name, Title, Contact Information Of Everyone Prospect Will Be Meeting**
 - **Agenda**
 - **Building/Site Overview**
 - **Community Overview**
 - **Labor Overview**
 - **Top Employers / Support Companies**
 - **RFP Answers**





Preparation Before The Prospect Visit

- **Maps:**
 - Have Lots & Lots & Lots Of Maps On Hardboards, As Handouts, On Projection Screens.
 - Community Map
 - Site/Building Map
 - Transportation Infrastructure Map
 - Utility Infrastructure Map
 - Flood Plains Map
 - Topo Map
 - Wetlands Map
 - Regional Map

Preparation Before The Prospect Visit

- Building/Site Visit:
 - Have Sites Boundaries Flagged
 - Have Site Clean/Mowed If Possible
 - If A Building:
 - Open All Dock Doors
 - Turn On All Lights
 - Clean
 - Map of Layout With Column Spacing, Infrastructure
- Keep Bolt Cutter With You
- Have Backup Site/Building In Mind If Visit Goes Poorly



Preparation Before The Prospect Visit

- **Lodging:**
 - **Recommend Which Hotel Prospect Should Stay In**
 - **Check Out Room Ahead Of Time For Cleanliness, Smell, Temperature, etc.**
 - **Leave Gift In Room With Community Overview**



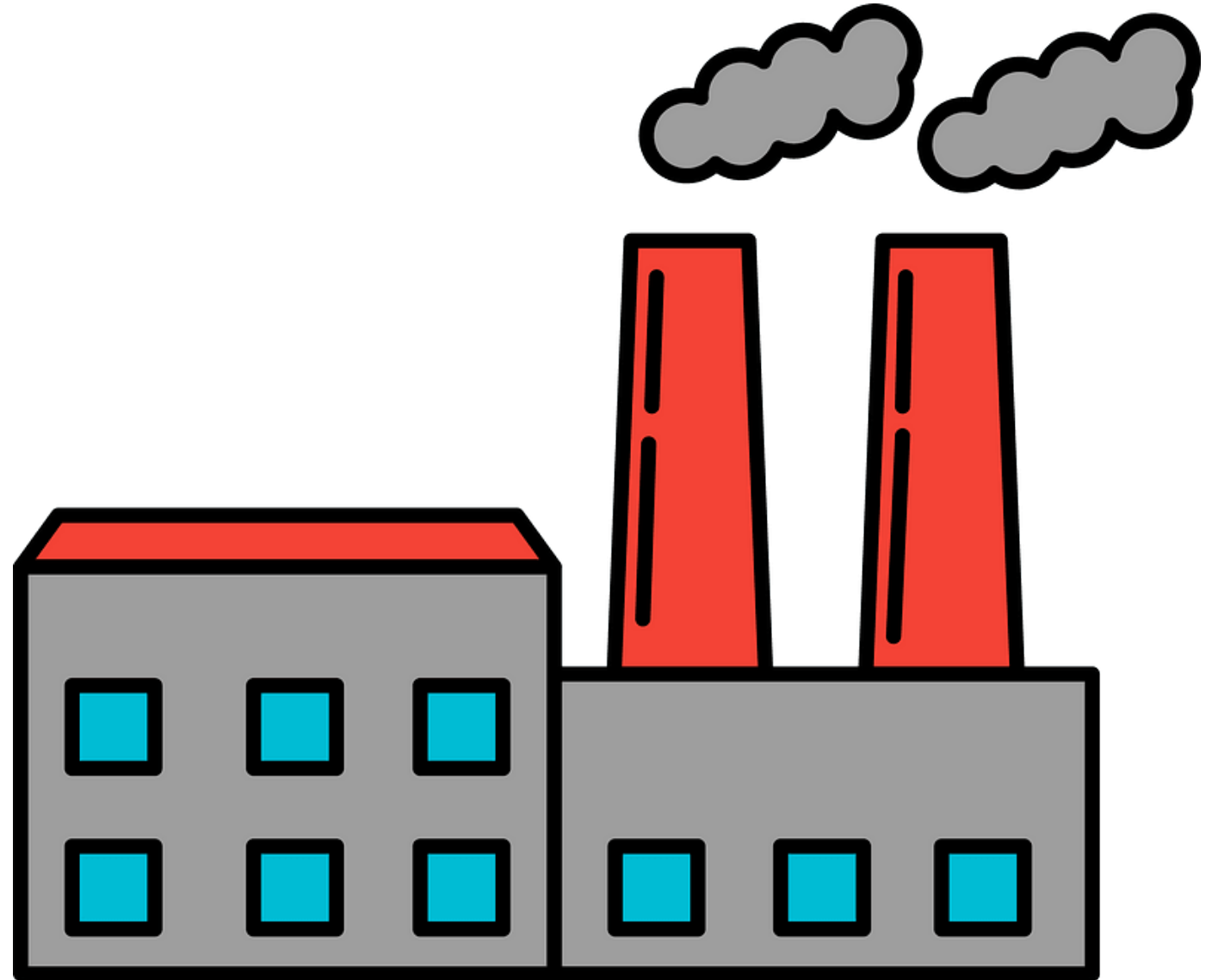
Preparation Before The Prospect Visit

- **Elected Officials:**
 - **Prepare Them Beforehand Their Role Is That Of An Ambassador For The Community**
 - **Ensure Government Will Support The Project Both Before It Is Located & Afterwards**
 - **Demonstrate The Community Has A Positive Attitude Towards New industry**



Preparation Before The Prospect Visit

- Existing Industries:
 - Prepare For Confidential Interviews
- Your Team Sells The Building Or Site, Existing Industries Sell The Community & Location



Preparation Before The Prospect Visit

- **Meeting Room:**
 - **Get The Right Sized Room, Not Too Big, Not Too Small**
- **Temperature**
- **Tech Equipment**
- **Coffee, Water, Snacks**



A man in a dark suit and light-colored shirt is holding a small, square gift box wrapped in gold and white striped paper with a gold ribbon bow. The background is blurred, showing other people in a professional setting.

Preparation Before The Prospect Visit

- **Gifts:**
 - **Make It Unique
To Your
Community**
 - **Don't Spend
More Than \$50**

Preparation Before The Prospect Visit

- **Anticipate Your Weaknesses & Have A Plan Of Attack For Overcoming Them**





Be Careful



Next Move Group
We Are Jobs



Be Careful

- Small water utility providers, planning/zoning/city engineers, small town elected officials.
- Hold your individual team members accountable, if someone doesn't perform well either get them coaching or replace them.
- Don't Have Too Many People In Any 1 Meeting, More Than 10 Is Likely Too Many





Final Tips



Next Move Group
We Are Jobs



Final Tips

- **Ask Your Hospital's Physician Recruiter How They Sell The Community To Physicians & Their Spouses**
- **Have Someone On Call Who Is An Expert On Your Local and State Taxes**
- **Be Careful On Your Quality-Of-Life Pitch, Not Everyone Like The Same Things, Focus On Good Schools and Healthcare**





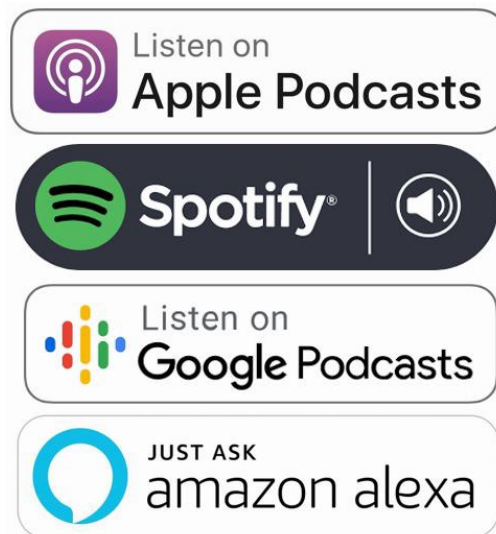
Contact Us



Next Move Group
We Are Jobs



Follow Us



www.nextmovegroup.com

504-648-7716

chad@nextmovegroup.com

New Orleans | St. Louis | Perdido Key, FL | Paducah, KY