



Business Development Registration

This registration form is for the Business Development Day Long Class only and does not register you for the full Winter Convention, Projects of Distinction Banquet, Safety Conference or any other all day classes. Every Day Long class has its own registration form that must be filled out. The Projects of Distinction Program and Safety Conference are separate functions with their own fees and registration. You may attend all of Winter Convention on Thursday!

Business Development Registration Form

Olympia Resort, Oconomowoc February 18, 2010. Begins at 7:30 AM.

Please read and fill out carefully and either mail or fax to ABC of Wisconsin at 608-244-2401.

1. Registrant Information (Three or more registrants registering prior to February 3 may deduct \$10 per person)

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

If a non-member, which member invited you?

2. Registration Fees

	Member Fee	Non-Member Fee	Amount
_____ of participants X \$195 each		\$390 each	_____
		Total	_____

Register by February 3, 2010 with 3 or more participants and you can take \$10 off each registrant.

We are registering _____ participants prior to February 3rd, 2010.
Minus \$10 per registrant _____

Grand Total _____

3. Payment Information

(No registration will be processed without payment.)

Check Enclosed (payable to ABC WI)

Credit Card: Visa MasterCard

Amount: _____ Card Exp. Date: _____

Card Number: _____

Name on Card: _____

Signature: _____

4. Three Ways to Register

Mail this form with check or credit card info to:
ABC of Wisconsin
5330 Wall Street
Madison, WI 53718

Fax this form with credit card info to:
ABC of Wisconsin: 608-244-2401

Call us at: 608-244-5883

Registration Deadlines:
Room Discount 1/25/2010
Early Registration 2/3/2010

Registration Policies

Full payment must accompany this registration form. Registration confirmation and detailed convention information will be mailed upon receipt of the completed registration form and full payment. ABC of Wisconsin cannot invoice attendees for fees. Registration will be accepted by phone with credit card payment.

Cancellation Policies

Cancellations received prior to the end of the day, February 11, 2010 will receive a full refund. No refunds will be given after 5:00 PM, February 11, 2010 and refunds will not be given for no-shows.

Hotel Reservations

You are responsible for your own hotel reservations. ABC WI has negotiated a room rate of \$109 effective until January 25, 2010. The number to call for reservations is 1-800-558-9573. The web site is www.olympiareSORT.com

Business Development Registration

This registration form is for the Business Development Day Long Class only and does not register you for the full Winter Convention, Projects of Distinction Banquet, Safety Conference or any other all day classes. Every Day Long class has its own registration form that must be filled out. The Projects of Distinction Program and Safety Conference are separate functions with their own fees and registration. You may attend all of Winter Convention on Thursday!

With Doug Jones, you'll explore ways to position your company to win contracts and grow your business in the months ahead in spite of unrelenting competition and a disastrous economy. You will study the business development concepts necessary in order to succeed – concepts in leadership, strategy, sales and service.

Who Should Participate

This session is designed for individuals with client contact:

- Company owners
- Executives and senior management
- Business development staff
- Project managers
- Superintendents

Topics Covered:

- **Overview of Effective Business Development Practices**
Learn how to clarify your "value chain," that set of market relationships essential to your success.
- **Refining the BD Process and Skills**
Learn skills that will enable your customer-facing team to win more negotiated work through targeted initiatives.
- **Building BD Relationships with New and Existing Clients**
Relationships are vital to getting and keeping customers, as well as hiring and retaining employees. Beat your competition by knowing and developing 5 key dimensions of each relationship.
- **Delivering BD Value and Service to Your Customers**
Maintain an inseparable bond between you and every customer by employing the "diamond" rather than the "hour-glass" approach.
- **Leveraging Leadership in Your BD Approach**
Lead your team by knowing where you're at, where you want to go, and how you're going to get there and by implementing the key elements of BD Leadership including: reality, strategy, execute, and control

Olympia Resort Oconomowoc

February 18, 2010
7:30 AM-2:15 PM

Then join the Thursday
convention activities!

**Early Registration Deadline is
February 3, 2010**

**Space is limited so register early to
reserve your spot!**

Cost

**\$195 for ABC WI members
(Includes lunch and breaks)**

Three or more registrants who register by February 3, 2010 receive \$10 off per person.

Presenter

Doug Jones, Doug Jones, owner of PowerBD, has teamed up with ABC National to bring a process to contractors for developing their businesses to survive in today's market. Building upon experience ranging from being a national instructor for IBM to doing international training for Fred Pryor Seminars, Doug has authored several publications including, "High Performance Team Building," "Selling It Right," and "Market Dominance through Business Development." A much sought-after speaker for numerous construction associations, Doug uses his expertise to provide business development insights to companies, helping them set records for growth, profit, employee morale, and customer satisfaction.