

# Effective Construction Negotiating

*"Excellent class that will save my company money."*

Matthew Stewart  
Carolina Roofing Solutions, Inc

*"Great Class with an Instructor that knows his subject."*

John Esposito  
Espo Construction

*"This was the best course that I have taken in a while. I learned more than I can list."*

George Stish  
CMS, Inc.

*"Time is a constraint in our busy work schedules but this class was well worth the time!"*

Salvatore Ruffino  
HBE Corp.



## Synopsis:

- Why negotiations must result in both parties winning
  - If one leaves with an attitude of losing, both have lost
  - Methods to achieve win/win
- How to reduce Money Left on the Table "MLOTT"
  - Most contractors' largest contributor to profit or loss
  - Quantify MLOTT by planning negotiations
  - How to minimize MLOTT
- Switching emphasis from price to value
- Creating favorable opening positions offers
  - Ways to establish who goes first
  - How to justify your initial position
  - Always leave yourself room
- How to collect information without showing your hand
  - Probes that produce results
  - Learn what is important to the other side
- Establishing power in your position
  - The strong succeed
  - How to find and stress your strengths
- Learn to grant concessions, not compromise
  - Always get something in return
  - Controlling increments is one key to successful negotiating
  - Maintain a slow pace
- When to "split the difference"
- Broadening the scope to increase success
  - How to achieve longer, larger agreements
  - Find business arrangements that are peripheral to the contract
- Changing competitive negotiations to cooperative
  - How cost breakdowns favor buyers
  - Include personal and organizational concerns
- How to use emotional outbursts to your benefit
  - Emotional outbursts are and should be for show
  - When should emotions be utilized
  - Understanding the other party's display of emotion
- How and when to walk away from the deal
  - Always stage your exit
  - Provide positions to renegotiate
  - No agreement is a lose/lose
- Managing difficult situations
  - Ultimatums are position restatements
  - Replacing difficult negotiators
  - Deadlines can help you
- Easy ways to get a little more

**Attendees at this one day course** will learn and practice negotiating techniques to improve their bargaining ability in every construction scenario. Attendees will leave this course able to make better deals, from major contracts to minor every-day agreements. Whether buyer or seller, subcontractor or GC, supplier or purchaser, owner or contractor, you will learn how to reach agreements that get you more of what you want and leave the other party satisfied.

## Who should take this course:

- Project Managers
- Future Project Managers
- Estimators
- Experienced Superintendents
- Company Owners
- Project Owners & Developers

## What you will learn:

Negotiating permeates all levels of the construction industry. From foremen or field superintendents initiating a potential small plan change to teams of estimators/project managers and owner's representatives grinding out enormous design build contracts, success in negotiating determines profitability. Whether buyer or seller, subcontractor or GC, supplier or purchaser, you will learn how to reach better, longer-lasting agreements that more effectively meet your objectives while leaving all parties satisfied.

This course utilizes hands on participation in construction-specific negotiation scenarios from both the buyer and provider sides. Students will not only learn the best negotiation techniques available; they will practice these skills throughout the class. The curriculum covers many real-life construction industry examples, including contracts, subcontracts, change orders, purchasing, etc. Improved skills in the art of negotiating will have a positive effect at each and every level of the company's organization.

## Why attend this program?

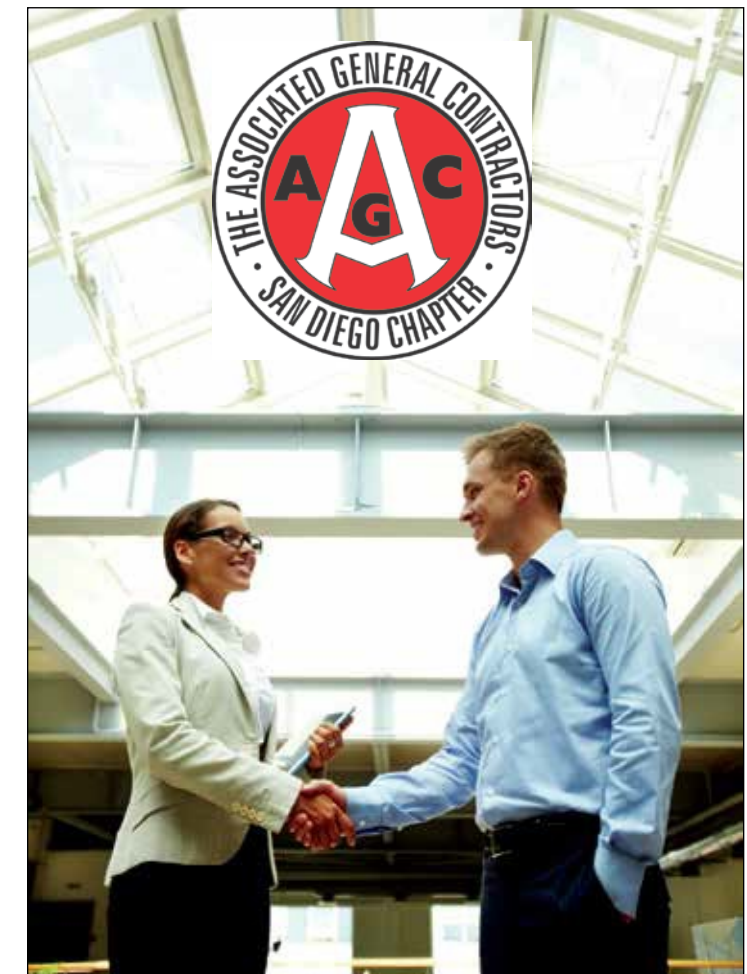
There are many seminars available to the construction industry that provide valuable information about negotiating contracts. Most of these concentrate on the legal and economic impacts of the various contract clauses. This is not one of those seminars. This seminar develops the skills necessary to effectively practice the art of negotiating. Attendees will leave class ready to put these skills to use immediately.

*"This Class was very informational and it opened my mind on how to deal outside of the box."*

James Daugherty  
U.S.A.F.

## Schedule

San Diego.....June 26, 2018



# Estimating and Bidding Techniques that Work



## Register Today!

Class size is limited to only 28 students

AGC Members \$295

Non Members \$395

Includes: Tuition, books and materials.

## To Register:

[www.agcsd.org](http://www.agcsd.org)

*"Great class on applicable cost analysis, tracking our opponents numbers, true cost, correct mark up, over run and more."*

Brad Shaw  
Shaw Earthworks

## Synopsis:

- The changing construction market
- Major growth areas for contractors
- Specialization versus diversification
- Anticipating increased business costs
- Achieving success in competitive markets
- Improving bottom-line results
- How to structure an estimating system for your type of construction
- Correcting the causes of estimate errors
- Negotiating favorable subcontractor prices
- How to eliminate 90% of hidden costs
- Picking the work which creates risk
- Covering the risk by proper pricing
- Determining your company's project ability
- Ways to profit highly on small projects
- How much to reduce your price to get the big job
- Accurately predicting your competitor's bid
- Probability charts and graphs
- Developing a complete bidding system that works
- How to select the best price for each project



**Attendees at this course** will learn the best methods for properly pricing construction projects. Learn how to get the best prices from your subs and material suppliers. Discover new techniques for finding the most profitable jobs for your operation. Learn how to give your competition the low profit work and get the high profit jobs yourself. The tools you will take away from this course will immediately raise the profitability of your future jobs.

## Who should take this course:

- Company Owners and Officers
- Intermediate and Senior Estimators
- General Contractors
- Building Contractors
- Residential Contractors
- Sitework Contractors

## What you will learn:

This course will provide you and your team with clear, concise methods and guidelines for bidding projects of all sizes. Your estimators and staff will learn what they need to know at each step of the bidding process. The advanced techniques covered in this course will inform attendees of how to pick the best jobs and which bidding process to apply. When should you shop for better prices? When should you turn down an opportunity to bid? How do you know what the competition is doing? All of these questions and more are answered in this course.

## Upon completion, students will be able to:

- Calculate the optimum mark-up for their company on various types of work.
- Determine how much to raise or lower prices based on job size and backlog.
- Apply a specific risk adjustment to price.
- Adjust price for equipment and management use factors.
- Calculate the probable market price of the competition.
- Submit bids that increase company profits.

## Schedule

June 26, 2018

7:30 am – 4:00 pm

## Class Location:

AGC San Diego Training Center  
6212 Ferris Square  
San Diego CA 92121



## Cancellations and/or Changes Policy:

Cancellation notification must be received in writing no later than three business days prior to the scheduled course date. Substitute registrants can be named at any time. A full refund - minus a 5% processing fee if paid by credit card - will be given if notification is received by AGC San Diego three business days prior to the course start date. If a cancellation is received within the three business day time frame, or if registrant(s) elects not to attend, attendee will forfeit the entire course fee. Those participants using AGC Journeyman Trust funds must adhere to the cancellation policy.

## Payment:

Payment can be made online by credit card or PayPal. Master Card, Visa, Discover and American Express are accepted. Checks to be made payable to AGC San Diego. Invoice option is only available for AGC San Diego Chapter members. Full course payment must accompany each registration for all attendees at least seven days prior to the course start date. Contact Inna Alizade in Accounting for payment confirmations, refunds or receipts. [inna@agcsd.org](mailto:inna@agcsd.org)

