

Hello, everybody. Dennis Engelbrecht with The Family Business Institute and the CEO round table program for contractors. Today, we're going to go a little bit off of my normal subjects in digging deeper and we're going to talk about business development.

I was in a strategic planning session these last couple of days and I went to dinner with the owner of the company. I was really struck by some of the tales he had to tell, some of the stories of the construction company. A lot of that's around problem solving and issues that came up and how they solved a problem and all of that. I started thinking about their business development that they have and the fact that they haven't done as well in business development or new customer acquisition as perhaps they would like to be doing, or perhaps they ought to be doing. I thought, "What's the missing element?" Well, I think the missing element a lot of times is that storytelling, that if you can capture what your company's about, not on a plaque or on your website necessarily, it could come over on your website, but somehow tell that story and probably more importantly, if you can get your client to tell the story, those testimonials are...

I know some very effective school marketers do videos and they have their clients talking in videos about the construction process and how well it worked for them and how nice it was to work with these people. But I was listening to these problem-solving stories and thinking, "Wow, these are amazing stories." So how do we get those to come across? Because I think that's really what clients want. They want you looking out for their interests, solving their problems, being their advocate. If you can figure out how to tell that story, where the client's the hero in the end, your business development's going to be really much more effective and you're going to end up gaining more of those new customers and be able to grow your business.

Again, Dennis Engelbrecht, Digging Deeper. Hope to see you next time.