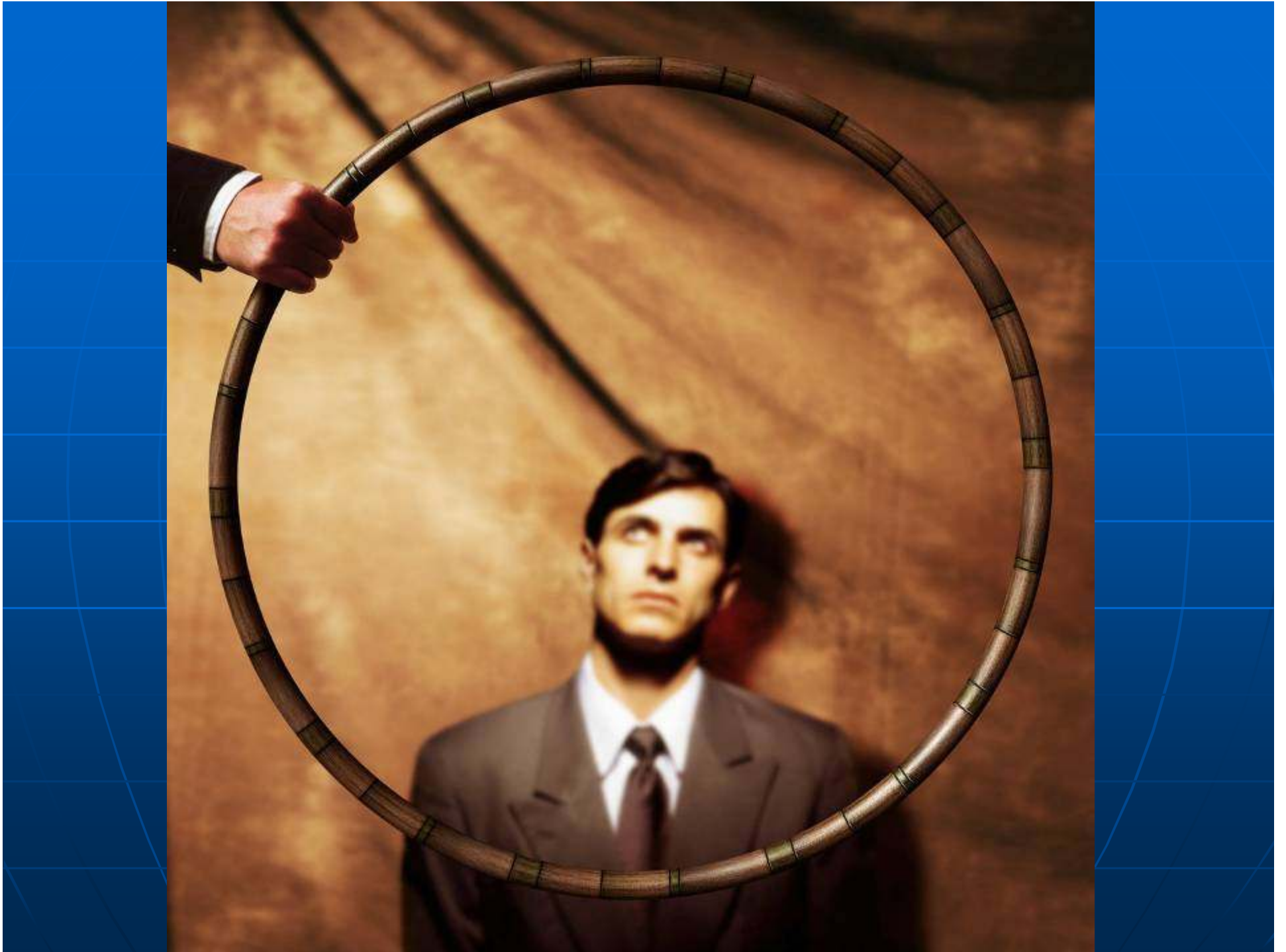


Jumping Through the Hoops

A State and Community perspective
on working with prospects
(and each other)

Basic Economic Development Course
Georgia Tech
March 28, 2008



The Fun Begins

- B.C. – “get the picture”
- The memorable impressions
- Ready...or not - local
- Ready...or not - state

Memorable Impressions

- Be on time
- Dress appropriately
- Use common sense
- No "hard sells"
- Act professionally
- Respect confidentiality
- Personalize your presentation

Memorable Impressions

- Let the prospect tell their story.
- Make your presentation fit their project drivers but cover the important points.
- Get the answers to their questions before they leave.
- Conclude on time.
- Ask for their business.

Ready... or Not - Local

- Know, really know, your community. Must be **totally** prepared to be competitive.
- Someone **HAS** researched your community & state.
- Leadership must be knowledgeable, fully briefed and ready.
- Be prepared to answer ALL the questions – yes, those too.
- Be “short notice” ready.

Ready...or Not - Local

- Information – get all you possibly can from the state project manager, consultant or prospect.
- What drives the project?
- Anything new before arrival that would help?
- Make sure the first visit isn't the last.

Ready...or Not - Local

- Know what you're doing and tell them – quick orientation.
- Know where you're going and why!
- Stay on schedule but focus on what interests them, not your itinerary.
- Adapt quickly to their interests – ask appropriate but probing questions. Listen to the answers.

Ready...or Not - State

- Assumptions: they have “googled” you, “google earthed” you, read the newspapers, researched the communities they think will best suit the project and given you little time to respond appropriately to the RFI.
- You’re the expert on your state – make your case.

Ready...or Not - State

- Take charge but make the company/consultant look good.
- Review their requirements and make alternate community/site suggestions if necessary and ask questions.
- .Share all you can with communities – it's a partnership.
- Develop a realistic itinerary.

Ready...or Not - State

- Determine the project drivers and what role incentives may play.
- Ask what they believe your challenges are for the project.
- Follow up on any requests.
- Debrief the communities visited.
- Visit the company or Governor's call.

The Little Things

Attention to detail:

- If it's Ford, don't pick them up in a Tahoe.
- If it's Frito Lay, serve Pepsi.
- Understand the nuances of foreign cultures and play to them.
- Don't tell a Brit you're 250 miles from the port – their **country** isn't that big.

More Little Things

Be creative:

- Waiters that speak the language
- Hand deliver the RFP in a nice briefcase
- Think about the impact children can make
- Thank you gift to the executive assistant
- Never badmouth the competition
- Ask for a critique
- Be gracious, win or lose

More Little Things

- Set-up at the site (tent, chairs, refreshments, maps, photos, toilet).
- Flying the site – mark the corners with smoke, tall flags, etc.
- Do a dry run!
- Plan for everything.

Q&A

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