

| Greater Houston Chapter | | Meeting Minutes | |
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| APMP <i>Association of Proposal Management Professionals</i> | Subject: The Sales Aspect of Engineering Presentations | Date: 02/07/07 | Start Time: 11:00 AM |
| | Written By: Janet Dodd | Date of Report: 03/01/07 | Meeting Location: ABB |
| | Attended By: 29 Members and Guests | Distribution: APMP Houston Chapter Website | Speaker: Ann Jennings |

| Topic | Notes | Action |
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| Chapter Information | Jeannette Waldie, President, opened the meeting. She welcomed everyone and spoke a few words about APMP including the National Conference in Savannah, GA. | |
| Chapter Survey | <p>J. Waldie presented the results of the chapter survey that the Board conducted last year. The purpose of the survey was to solicit feedback re how the chapter can better serve its members. Complete details can be found on the chapter website. Key points are summarized below:</p> <ul style="list-style-type: none"> • The Houston Chapter is growing ... attendance for 2006 meetings averaged approx. 28 persons/meeting. • What respondents like most about the chapter are the meeting speakers/topics, learning about tools/software and networking with other proposal professionals. • Respondents indicated they would like more information on career enhancement as it relates to job skill development and career development/job opportunities. • As a result of the above, the Board will continue to book good, relevant speakers; look for speakers to lead more interactive/how-to sessions; continue to communicate proposals-related job opportunities; study the feasibility of introducing online/conference call access; produce and distribute a regular "e-newsletter"; continue to welcome our nonmembers; and reach out to our base for involvement. | |
| Speaker Introduction | Dorianne Eggleston first made a few remarks about safety, then she introduced Ann Jennings of the University of Houston – Downtown. | |
| Presentation | <p>After lunch, A. Jennings made her presentation, "The Sales Aspect of Engineering Presentations". Key messages from her presentation include:</p> <ul style="list-style-type: none"> • Sentence headlines and visual evidence add power and memorability to presentation slides. • Benefits are ways a product or service meets an explicit need expressed by the customer. | |

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| | <p>Advantages are the generic usefulness or helpfulness of a product or service. Features are tangible characteristics of product or service. Your presentation should include all of the above, with the main emphasis on benefits.</p> <ul style="list-style-type: none"> • “Proofs” to substantiate your company claims can include focusing on successful past projects (whether these were executed with your customer or they were of a similar nature) and providing third-party verification (testimonials or industry publications). • Be sure to relate the positives as well as the negatives of the project, and describe how you will mitigate the negatives. This shows that you have planned how you will execute the work and that you are prepared. • Your presentation should appeal to all three types of “buyers” – the technical buyer, the economic buyer and the user buyer – as all three types influence which firm will ultimately be awarded the work. • Remember to close your presentation by summarizing the benefits. Use the most power persuader(s). • Layout and typography aid the memorable quality of the presentation slides. Visual and verbal content should be 100% informative and brief. | |
| Close of Meeting | D. Eggleston thanked A. Jennings for her presentation. The next General Meeting will be held on Wednesday, April 4, 2007 at ABB. The speaker will be the chapter president, Jeannette Waldie ... her topic will be “Selling Your Team: The Art of Proposal Resumes”. | |
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