HOW TO be a Deal-Maker

Not a deal-breaker
Site Visit Tips

KEEP CALM
PRACTICE
MAKES
PERFECT
Prospect Team
Only Essential Personnel

- Economic development executive(s)
- Econ dev board member(s) [1-2 max]
- Top elected official / city manager
- WBC Regional Director
- Subject matter expert
  - Utility company
  - Engineer
  - School superintendent
  - Realtor

Don’t overwhelm the prospect
The Itinerary

BRYNNE and LOGAN

You are HERE
AND WE'RE OH-SO-THRILLED
YOU COULD MAKE IT!

the weekend of
AUG 12 through AUG 14
SONOMA, CALIFORNIA

WEEKEND ITINERARY

FRI
Garden tour
CORNERSTONE SONOMA
3550 ARNOLD DRIVE - SONOMA
3:00 PM

Rehearsal dinner
CORNERSTONE SONOMA
6:00 PM

SAT
Ceremony
CORNERSTONE SONOMA
2050 ARNOLD DRIVE - SONOMA
6:00 PM

Reception
CORNERSTONE SONOMA
7:00 PM

SUN
Newlywed brunch
GARDEN CAFE AND BAKERY
10:30 AM

Transportation will be provided throughout the weekend.
Customized Itinerary

• Include map, local contacts
• Drive the route in advance to allocate enough time
• Make sure that any meeting rooms are tidy and make the best impression
• Stick to the schedule
Dress rehearsal
Brief participants in advance

- Understand their role
- Business attire
- Bring business cards
- Arrive early to destination
- Be positive – never put another community down, but rather talk about the benefits of your community
Maps
Visual aides

• Original proposal for reference
• Handouts
  – Tour route
  – Industrial sites/buildings fact sheets
  – 11x17 map of site with aerial photo
  – City map
• Larger maps in meeting room
Fact Check
Anticipate Questions

• Recent expansions, new construction
• Unemployment rate
• Housing costs
• School enrollment
• Right-to-work
  – If you don’t know the answer, that’s OK; write it down and follow up as quickly as you can.
Hospitality

- Tour
  - Water
  - Umbrella
- Meals
  - Private meeting rooms
  - Catered or pre-ordered
- Special needs
- Attention to detail
Logistics

- Staff or volunteer on call
- Cell numbers for all involved to notify of changes in schedule
- Other needs that arise
Not recruiting

1. Community overview
2. Show real estate
3. Understand customer’s needs
4. Propose solutions
5. Follow-up
"Always be closing...
That doesn't mean you're always closing the deal, but it does mean that you need to be always closing on the next step in the process."

SHANE GIBSON
Time’s Up!

- Lisa Johnson, Southeast Regional Director, Wyoming Business Council
  - Tel: 307.534.2901 or 307.275.2512
  - Email: Lisa.Johnson1@wyo.gov
  - Quick bio: Prior to joining the Wyoming Business Council in April 2015, Johnson’s career in eco-devo spanned 3 states and 20+ years