



HOW TO be a Deal-Maker

Not a deal-breaker

Site Visit Tips



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 14** SONOMA, CALIFORNIA

WEEKEND ITINERARY

Transportation will be provided throughout the weekend

FRI garden tour **3:00 PM**
CORNERSTONE SONOMA 23570 ARNOLD DRIVE - SONOMA
The Gardens at Cornerstone Sonoma are a series of walk-through gardens showcasing new and innovative designs from the world's finest landscape architects and designers.

rehearsal dinner **7:00 PM**
GLENELLEN INN 6870 ARNOLD DRIVE - SONOMA
Join us the morning after for a delicious brunch and a final toast from the newlyweds.

SAT ceremony **6:00 PM**
CORNERSTONE SONOMA 23570 ARNOLD DRIVE - SONOMA
Brynne and Logan exchange wedding vows in front of friends and family in an outdoor ceremony at the Wedding Gardens.

reception **7:00 PM**
CORNERSTONE SONOMA 23570 ARNOLD DRIVE - SONOMA
Eat, drink and be married at their reception honoring the newlyweds at the Garden Barn.

SUN newlywed brunch **10:30 AM**
GARDEN COURT CAFE AND BAKERY 6647 ARNOLD DRIVE - SONOMA
Join us the morning after for a delicious brunch and a final toast from the newlyweds.

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

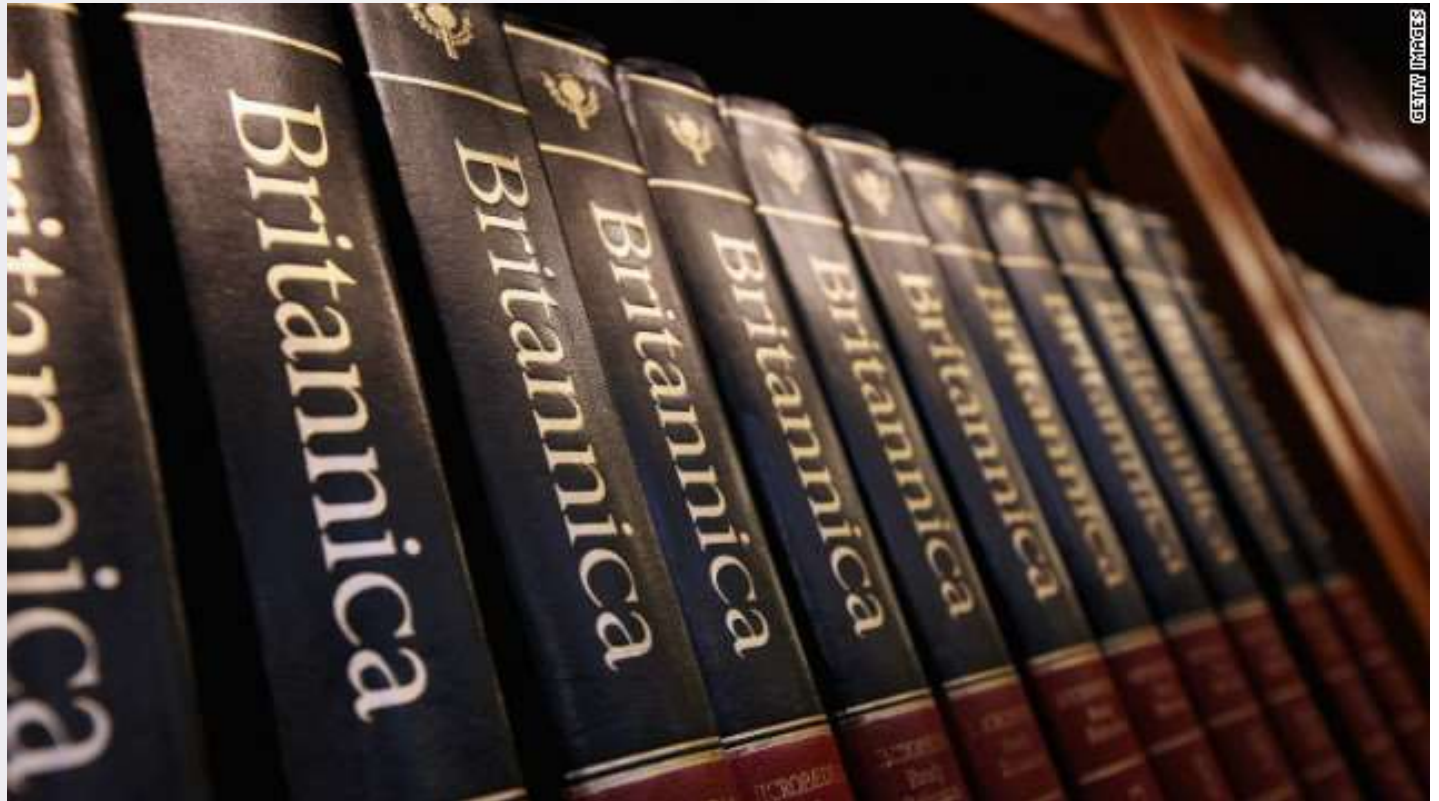


Visual aides



- 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

Business Decision



"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**
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 - Quick bio: Prior to joining the Wyoming Business Council in April 2015, Johnson's career in eco-devo spanned 3 states and 20+ years