

Dale Fruit

WILBERT PRECAST INC.



Lunch and Learn

WHO IS LEARNING WHAT FROM WHOM?

Wilbert® PRECAST, INC.



WINDOW WELLS



UTILITY VAULTS



STREET & DRAINAGE



CONCRETE STEPS



EARTH WALLS



MANHOLES



LIGHT POLE BASES



SITE AMENITIES



RED-ROCK

Dale Carnegie 101

“IT IS NEVER ABOUT YOU”.



The Doctors Visit



A position of strength?



RECON

- What is your mission statement?
- What is your 1,3 and 5 year business plan?
- Who owns this company?
- Who is your CFO?
- To whom should we present?



Fan the Flames

- Know your customer better than 90% of it's employees.
- Ask questions to which you know the answer.
- Subconscious Triage.



The Momentum Shift

- There is a moment in every meeting where the client is done sharing.
- SEND IT



Sending It!

- Prove you were listening
- The power of the two sentence story
- Use 1 Photo or a Single PP slide
- Stay disciplined---its still about them



Great Questions

- So you're just winging it?!
- Will I look unprepared?
- Does this really work?

How has this approach changed our business?

- Immediate opportunities to quote
- Depth and breadth of our relationships
- Construction Consultants

