



Build-A-Bid Program Overview

While there is not just one way to bid, the concepts and processes that make up the basic components are essentially the same. Many experienced snow professionals have spent years developing processes that create sustainable bidding practices for their companies. The Build-A-Bid Program is designed to present you with a comprehensive overview and approach to bidding jobs using some of these best practices and processes. This program cannot, and will not, tell you what to charge, but it will teach you the nuts and bolts of the bidding process for snow and ice and how to apply them to YOUR business.

The morning presentation by the Bid Specialist is followed by a series of hands-on workshops that breaks the bidding process down into manageable parts. These modules stress the Core Concepts that will help you create better and more accurate bids for your company and its customers. Attendees will also be given a workbook manual and access to a special portion of the SIMA website for future reference, review and additional materials.

The Build a Bid Workshop will help you:

- Understand job costing and production numbers for equipment
- Use historical weather data to create more accurate bids
- Factor financial goals and long-term planning into your strategic bidding process
- Learn better ways of presenting and closing the bid
- Establish a knowledge-base for determining workload capacity for your company

Build-A-Bid Specialist – Rich Arlington



Rich Arlington, CSP, has been in the Snow & Ice and Green industry since 1975 when as a kid he worked throughout his neighbourhood doing lawn mowing, leaf cleanup and snow shovelling. Rich began working in the commercial industry in 1987 as a subcontractor for a local snowploughing company doing sidewalks. Rich has served as an expert witness in Snow cases across the United States and has been listed in the National Register of Who's Who in Business Executives since 2001.

Program Schedule

8:30	Welcome and Introductions
8:45	Getting to Know the Numbers
9:15	Establishing <u>Your</u> Production Numbers
10:00	Coffee Break and Equipment Displays
10:15	Understanding Event Specifics
10:45	Customers Are Key
	Hands-On Workshops Begin
11:30	Mock phone call with a new customer
11:45	Exercise 1—Qualifying the Customer/Bid-No Bid Decision
12:15	Lunch and Equipment Displays
1:15	Exercise 2—Overheads
1:45	Exercise 3— Outdoor Measuring Exercise
2:15	Coffee Break and Equipment Displays
2:30	Exercise 4 - Equipment
3:00	Exercise 5—Production Numbers/Burden Rate/Final Bid
4:00	Exercise 6—Delivering the Bid / Post-Selling
4:45	Questions, review core concepts, discussion, and networking reception