Connecting the dots for your construction clients: Beyond mere number crunching

Tonya Schulte
CPE Process

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- You must stay in the session for the duration of the training
- This session is eligible for 1 hour of CPE
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register
Today’s speaker

Tonya Schulte
Construction Profitability Specialist
@schultetonya
Agenda

What services do they need?
Can we fill the need today?
How can we fill the need tomorrow?
One thing to do on the plane.
Two things to do back home.
What services do they need?
Other demands on your clients' time

What other things are coming at them all the time?

- What are other Pros (CPA, Bonding Agent, Loan Officer, Insurance Agent) asking of them?
- What are their subs asking of them?
- What are their GCs asking of them?
Question everything.”

Albert Einstein
How to ask better questions

4 Valuable Tools in Your Question Asking Toolbelt

Harvard Business School research


Shore it up with The Proper Sequence
Dig deep with Open-Ended Questions
Hammer away with Follow-Up Questions
Level it all with The Right Tone

YOU WON’T KNOW IF YOU DON’T ASK.
Let’s Work Together: Needs List Ideas
What will you ask?

Questions to ask:

1. Who is your (fill in the blank - CPA, Bonding Agent, Loan Officer, Insurance Agent)? (Bonus: Go ask questions of these guys! More on this later.)

2. Are there documents that you have been asked to provide by those pros?

3. What docs do your GCs need?

4. What docs do your subs need?
Can we fill the need today?
## Current resources

How can we draw on current firm resources?

<table>
<thead>
<tr>
<th>Experience</th>
<th>Education</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Specific</td>
<td>School</td>
<td>Apps</td>
</tr>
<tr>
<td>Accounting Related</td>
<td>Special Classes</td>
<td>Networking Partners</td>
</tr>
<tr>
<td>Insurance Related</td>
<td>Webinars / Seminars</td>
<td>Self</td>
</tr>
<tr>
<td>Contract Related</td>
<td>Certificate Programs</td>
<td>Staff</td>
</tr>
<tr>
<td>Bonding Related</td>
<td></td>
<td>Other Resources</td>
</tr>
<tr>
<td>Finance Related</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CAPITALIZE ON YOUR CURRENT STRENGTHS**
## Skills/knowledge assessment

What do we know, what experience do we have?

<table>
<thead>
<tr>
<th>Industry knowledge / experience</th>
<th>Self</th>
<th>Employee/Sub</th>
<th>Partner</th>
<th>App Partner</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction specific accounting knowledge / experience</td>
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<tr>
<td>Construction administration knowledge / experience</td>
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<tr>
<td>Construction regulation knowledge / experience</td>
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<tr>
<td>Applicable skills from other sectors</td>
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</tr>
</tbody>
</table>
# Skills/knowledge assessment

What do we know, what experience do we have?

<table>
<thead>
<tr>
<th>Technical skills / experience</th>
<th>Self</th>
<th>Employee/Sub</th>
<th>Partner</th>
<th>App Partner</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting / Finance / Cash</td>
<td></td>
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<td></td>
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<tr>
<td>Flow Projections</td>
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<td></td>
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<tr>
<td>Legal</td>
<td></td>
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<tr>
<td>Marketing / Public Relations</td>
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<tr>
<td>IT / Hardware Mgmt / Software Mgmt</td>
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<tr>
<td>Risk Management / OSHA / Safety</td>
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<tr>
<td>Human Resources Mgmt Management</td>
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<tr>
<td>CEO / Senior Management Experience</td>
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</tbody>
</table>
Let’s Work Together: Skills Assessment
Start the skills/needs assessment for you and your firm
How could we fill the need tomorrow?
You learn something every day if you pay attention.”

Ray LeBlond
Ongoing education

School
Special classes
Webinars / seminars
Certificate programs
New hires

Former co-workers and associates
Networking contacts
Local colleges
LinkedIn
Facebook groups
Ask your clients
Apps/process design

Is there an app for that?

Can we build a process for that?
<table>
<thead>
<tr>
<th>Job #</th>
<th>Tax Type</th>
<th>Job Name</th>
<th>Job Address</th>
<th>County</th>
<th>Bid #</th>
<th>Start Date</th>
<th>Est End Date</th>
<th>General Contractor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1098</td>
<td>Not Taxable</td>
<td>Big Giant Building</td>
<td>1234 N 1st Street</td>
<td>Maricopa</td>
<td>787777</td>
<td>09/25/19</td>
<td>04/03/20</td>
<td>Big Giant Building Constructors</td>
</tr>
<tr>
<td>1099</td>
<td>Taxable</td>
<td>Little Itty Bitty Building</td>
<td>0987 S 100th Ave</td>
<td>Maricopa</td>
<td>787476</td>
<td>10/01/19</td>
<td>11/01/19</td>
<td>The Teeny Tiny Guys</td>
</tr>
</tbody>
</table>
Forging cooperative networking partnerships

Events like this
Social Media
Networking in the construction industry
• Other Accountants, ProAdvisors, CPAs
• Other Pros
  (Bonding Agents, Lawyers, etc.)
• Other Construction Consultants
• Your CLIENTS!
Let’s Work Together:
Future
Skills/Resources
Assessment

#QBConnect | WiFi: QBConnect
Now what?

Ask better questions
Add more value today
Add more value tomorrow
One thing to do on the plane
Two things to do back home
Set up coffee dates
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