



A unit of American Electric Power

Prospect Prep for Site Visits

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Prospect Prep for Site Visit

BEFORE ANYTHING EVER HAPPENS WITH A SITE VISIT

- **What are you trying to sell? Cornfield or prepared industrial sites? Building concept, vacant industrial building, or new shell building? Other?**
- **Do you have your “act” together to handle an industrial prospect? Are you a single person shop or have a few employees? Are you part of a regional marketing effort?**
- **Are you prepared to handle an industrial prospect? If not, get trained to do so. Work with the state marketing, regional marketing folks or utility contacts to help you or direct you to someone that can work with you or your community to get the training needed.**
- **How to market your community assets? Or do you wait on the State to do this for you ? If you are not constantly marketing your community assets, do not expect anyone else to do this for you.**
- **Do you have a “team” trained and prepared to handle a prospect? Superman is only in the comic books, this is a team effort. Select only community participants that work well in a team approach .**

Prospect Prep for Site Visit

- **Have you prepared a Community Assessment, SWOT Analysis, Strategic Plan and developed a Marketing Plan for your community. Do you have a community “demographic/data” book prepared? Without these documents, you have not really done your homework!**
- **Suggested teams needed are: 1. local economic development organization, 2. community information research team, 3. quality of life team, 4. local prospect contact team, 5. financial capabilities team, 6. local existing industry team, 7. workforce training team and 8. sites/building team.**
- **What type of economic development organization do you have? Is it fully funded?**
- **Have you developed the marketing materials, demographics, maps, site/building data, financing info, etc. necessary to recruit new industry?**
- **Do you have an existing industry visitation program? If not, do this work first before you spend lots of time and money trying to recruit new industry to your community. Most new jobs come from existing industry in you community. Also, happy existing industry can help you recruit new industry much easier than going it alone.**

Prospect Prep for Site Visit

BEFORE THE PROSPECT VISIT

- Type written itinerary/agenda for prospect which includes times, names, titles, phone and affiliations. If known in advance, arrange a realistic schedule in keeping with the prospect's wishes. Name tags for local contact team members & support members.
- Keep the schedule flexible to allow prospect to spend more/less time in one area if he desires.
- Prepare ahead of time. Know as much about the prospect and the project as possible. Understand the nature of the visit and what the prospect want to accomplish during the visit.
- Make reservations for meals if prospect will be in town during meal time.
- Make reservation for prospect at the hotel or motel in the community which has the best facilities if he want them.
- Check out the motel room in advance to make sure that it is in order, and perhaps to supply it with extras, such as cut flowers or fruit. Be sure heating or a/c works properly, along with lights.
- Must have a great Business Retention/Expansion Program. You must know your labor market for BRE/Prospects.

Prospect Prep for Site Visit

- **Check out the local briefing room in advance to be sure that it is in order for the meeting. Be sure fresh coffee/drinks/water is available in the room.**
- **Check audio-visuals and equipment to be sure that it is in good operating condition with extra bulbs and extension cords.**
- **Have complete inventory of community/site/industrial park maps ready.**
- **All projects are confidential!! Keep it that way or risk losing the project due to loose lips!! Do not tell anyone about the prospect's visit except for those persons both necessary and agreed to by the prospect. Consider using a "statement of confidentiality" agreement with all participants. Also suggest giving the project a "code name" to reduce the opportunity of revealing the actual company name.**
- **Car assignments should be made beforehand. Who will ride in which car, should there be an advance team instead of just one prospect.**
- **Escort the prospect around the community. Arrange tour in advance in a clean, comfortable car/van to show community in the best light featuring residential, recreational, industrial and business areas.**

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- **Designate drivers beforehand. Have back-up car and driver available.**
- **Do your homework on the prospective business/industry in advance of the site visit. Be knowledgeable about the specific company or the industry sector of this company.**
- **Encourage visits with cooperative existing industries. Do not stay in room as discussions take place. Must speak freely.**
- **Prepare site tour maps so that the prospect remains oriented to your community.**
- **Do not overload a prospect with prepackaged material.**
- **Provide tailored response material to the prospect's specific project and request for information.**
- **Prepare sites: mark sites with poles/flags or other visuals at the various corners of the sites. If possible, sites should be mowed and litter free. Showing other properties that was not scheduled is not suggested unless the prospect is interested and has time.**
- **Have your prospect visit "team" lined up and coached.**

Prospect Prep for Site Visit

- **Ask the industrial representative for as much information as he can give you.**
- **Give each team member the total background on the prospect, as you know it. Customize the team according to the prospect's requests and type of industry he represents.**
- **Tailor the total presentation to the individual prospect. Double check all information for accuracy. Preparation pays great dividends. Your competition will be prepared too.**
- **Site visits are part of the prospect's site elimination process. Your goal is to remain in the process as long as possible and possibly reach the final review group.**
- **Do not try to hold a prospect in your community longer than his schedule permits. He may want to stay in your community longer, but let it be at his option.**
- **Fully review the RFP/RFI material you received about this project. Analyze it fully and tailor your responses to the many items contained within this RFP. You only get one opportunity to make the positive impression. Try to be on-target on all the items.**
- **Existing industry interviews may be requested.**

Prospect Prep for Site Visit

- **Presentation Template – Visual Overview, Executive Summary/Value Proposition, Key Drivers and Persuasive Evidence, limited Quality of Life, Financial Business Case including Incentives, Timeline and Mutual Commitments to Close, Appendix/Additional Information.**
- **Create a Business Case that differentiates your community.**
- **Paint a picture of the Prospects Success & use visuals.**
- **Ask, Listen and Respond. Be the Deal Maker & Close it.**
- **PreCall Pre & Debrief your team after prospect visit.**
- **Is the prospect bringing his wife to your community? If so, then you must plan on having a “prepared” team of women to escort her around the community to show her shopping, culture, museums, housing, restaurants, etc. I can guarantee you that if the wife does not like your community you are immediately off the short list for the next visit. Talk with your hospital administrator to see how they handle a doctor’s wife on those types of visits.**
- **You sell the sites and buildings and existing industry sells the community and location. You must have a good BRE program and good relations with existing industry!**

Prospect Prep for Site Visit

DURING THE PROSPECT VISIT

- The project this prospect represents is yours to “Win or Lose.” Work to learn all about what is needed/necessary and proceed to address those topics accurately. Remember, not all projects fit every community.
- Focus on what the prospect want to accomplish on this visit. Don’t spend your time talking about the factors of no concern to the prospect at the expense of providing needed information for key requirements.
- Use community map to orient the prospect to the community.
- Keep your community overview brief to 10/15 minutes max.
- Confine the group to the minimum number of people needed to convey information to the prospect. Might suggest 2 to 4 community people. Provide prospect a list of names, addresses, phone numbers for community participants.
- Telling is not selling!! Ask permission to ask project related “questions” and then proceed to gently ask “questions” so you can learn more about the project. This allows you time to formulate your positive responses to those questions during the visit.

Prospect Prep for Site Visit

- Greetings and introductions should allow time for telephone calls and restroom breaks.
- Always begin the community presentation with a map drill to orient the client to state, then community and sites/buildings.
- Presentation should begin with the prospect being asked to describe the project (listen carefully to discover what problems they are trying to solve and which concerns are of the highest priority to them).
- Presentations should be developed by major headings and include: sites & buildings, labor force, transportation, education, financing, quality of life and special needs as described in the prospect's initial description of the project.
- Maps should be mounted on hardboard and easily read at a distance. Major highways, railroads, utilities, schools, and industrial park/sites should be highlighted and visible. Topo map of site.
- Keep to your itinerary/agenda schedule and the time allotted for your visit.
- Put all presentations into a binder for client so it can be mailed/shipped to client or state rep after visit.

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- Listen carefully to what the prospect says. “Listening” should dominate as much of the visit as possible. The rest is “questions” then followed with direct responses.
- The quality of your “questions” shows your interest in the project.
- Know everything there is to know about your buildings and sites. Especially who has ownership, availability, and price. What about permits, options, utilities, annexations, etc.
- Do not talk about any subject not relevant to the prospect's visit. Do not tell jokes, talk politics, or be negative. Avoid any team members that may make negative comments or are a little too candid about the community, organization, etc.
- Designate one person as the spokesman who will “moderate” the discussion. And assign at least one person to take notes during the visit. Do not rely on your memory.
- Use maps and visual aids since they can convey more information than plain words. Work with recent technology as appropriate for the site visit.
- Never try to cover up any shortcomings, and never “talk down” your competition. Use your time to “talk up” your assets for the project.

Prospect Prep for Site Visit

- **Showcase your community. Know your assets and highlight them in the visit.**
- **Answer only the questions asked by the prospect. Remember the prospect is looking at your community in the attempt to find a location that he can be profitable and successful.**
- **Do not half-heartily answer any questions you do not fully know the answers. Do not guess at anything. Say you do not know the answer and find out the answer to respond.**
- **Don't promise more than you can deliver. Have service commitments executed in writing by proper authorities at the earliest possible date.**
- **Do not ask the company identity if it is not volunteered.**
- **Be professional and always tell the truth during the visit. Every community has warts.**
- **Agree on how you will respond back to the prospect with answers and materials that occurred during the tour.**
- **Offer to ship any and all materials about your community to the prospect at an agreed upon address.**

Prospect Prep for Site Visit

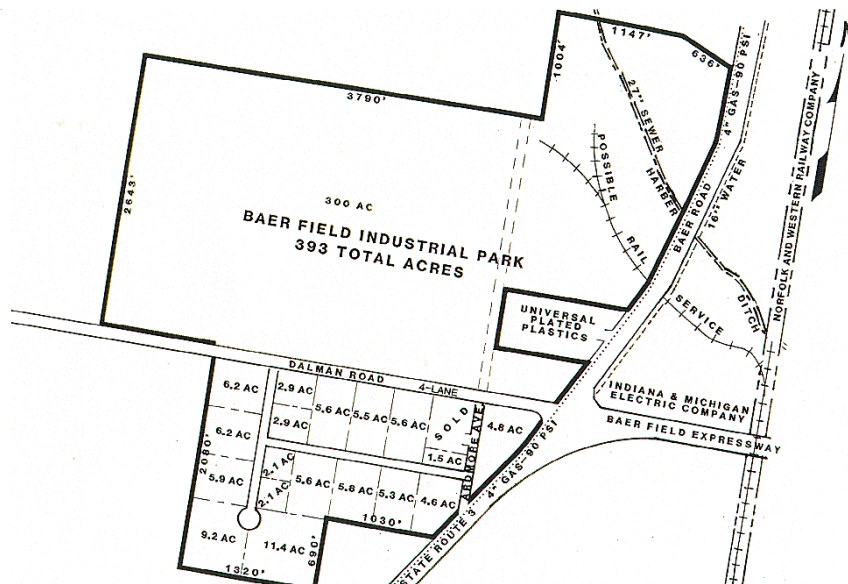
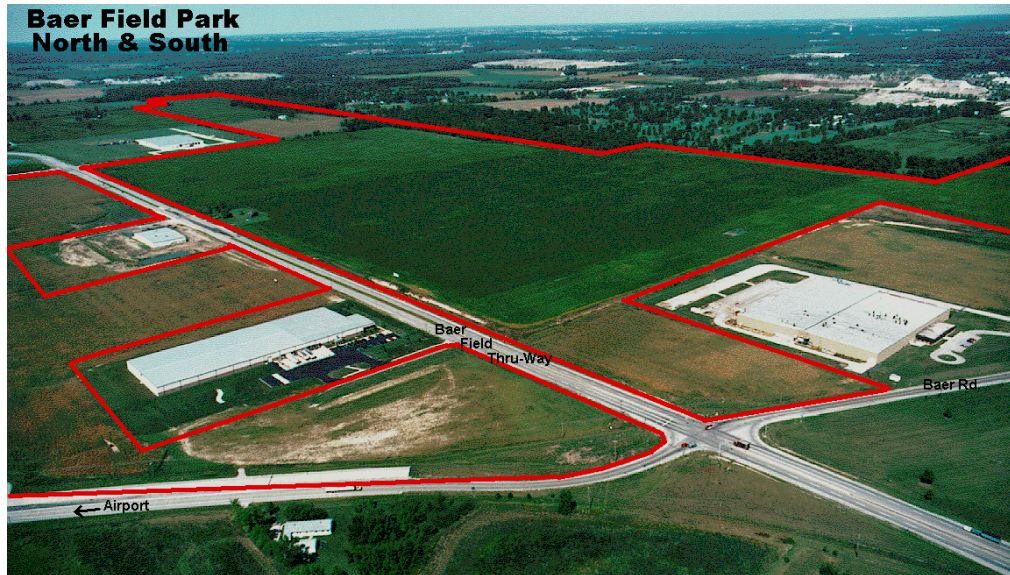
- **Ask the prospect if he has any remaining questions on anything about your community.**
- **Before the prospect leaves, be sure the prospect is told clearly and sincerely, that you'd like to have the company in your community if it fits your community and would complement your community. Sometimes the "fit" does not work for either the company or the community.**

Prospect Prep for Site Visit

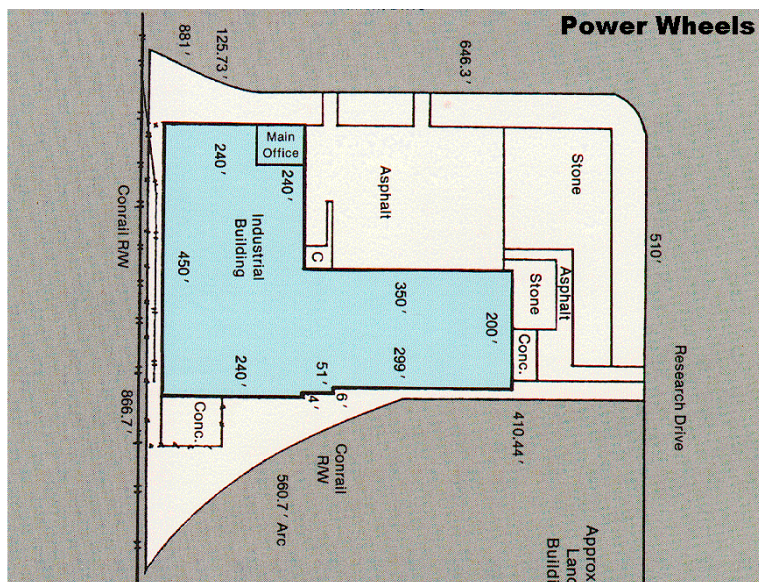
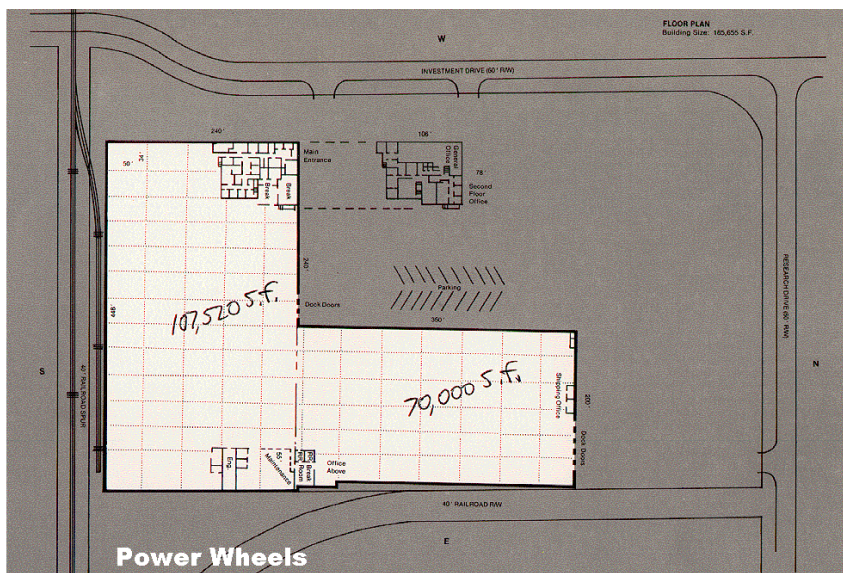
AFTER THE PROSPECT VISIT

- Assemble team member and conduct a “debriefing” to identify items to respond to, materials that need to be provided to prospect, list of items that were “hot buttons,” weaknesses of the tour, items for improvement, etc.
- Identify the “next steps” to work this prospect.
- Determine the timing for the project and what needs to be done within that timetable. All responses must be made within the designated time deadlines.
- Send only the relevant information that is tailored to the prospect’s request.
- Use on the latest technology whenever possible.
- Contact utilities, banks, agencies that can provide needed info that was requested or needed for the project.
- If you learn that your community has been eliminated, try to determine why or what obstacles kept you out of the running for the project. Then set out to resolve these obstacles or correct these weaknesses.

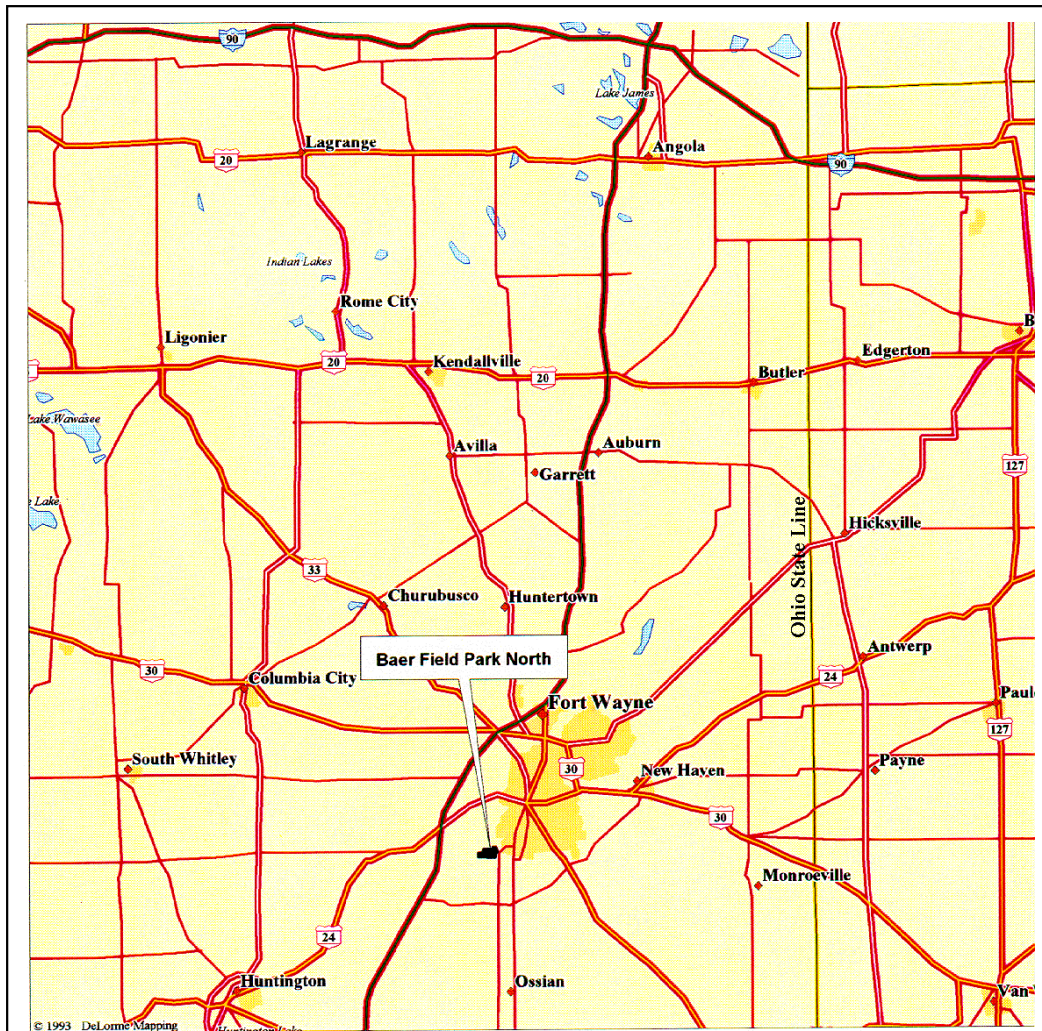
Park Layout Example



Building Info Example



State Location Map

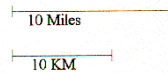


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LEGEND

- ◆ Town, Small City
- ◆ Large City
- 🛣 Interstate, Turnpike
- 🛣 US Highway
- State Prov Boundary
- 📍 Population Center
- Major Street/Road
- Interstate Highway
- State Route
- US Highway
- 🌊 Open Water

Scale 1:500,000 (at center)



Mag 10.00
Tue Mar 18 13:30:31 1997



Site Location Map



LEGEND

- | | | | |
|--|----------------------|--|--------------------|
| | State Route | | State Route |
| | Interstate, Turnpike | | US Highway |
| | US Highway | | Railroad |
| | Population Center | | River |
| | Street, Road | | Intermittent River |
| | Hwy Ramp | | Open Water |
| | Major Street/Road | | |
| | Interstate Highway | | |

Scale 1:15,625 (at center)

1000 Feet

500 Meters

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Site Topo Example

