



# AEC Business Development - The Decade Ahead

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## **AEC Business Development - The Decade Ahead** SMPS Foundation

Business development—or simply “BD”—in the design and construction industry has become a highly specialized discipline. Regardless of circumstances, architecture, engineering, and construction (A/E/C) business development has one core purpose: to bring buyers and sellers together to make deals. Those intimately involved with professional services business development recognize that people hire people, and that understanding motives and motivations of those who purchase and sell A/E/C services is the password that opens a portal to genuine success. Through its Thought Leadership Series initiative, the SMPS Foundation conducted primary research to probe the behaviors of both buyers and sellers of A/E/C services. Working with a team of more than thirty marketing and business development professionals—most of whom are Certified Professional Services Marketers (CPSM) or Fellows of the Society for Marketing Professional Services (FSMPS)—the SMPS Foundation completed a year-long effort to research and analyze the current state of buying and selling within the industry, and to look toward the future to identify key forces that will impact business development in the coming decade. **A/E/C BUSINESS DEVELOPMENT – The Decade Ahead** documents this in-depth research initiative. Inside you’ll find an informative look at the state of the industry from the perspectives of buyers and sellers, as well as a panorama of trends and insights for those offering or procuring A/E/C services. If you wish to enhance your competitive advantage, deepen your business development knowledge and skills, and plan for the future, the findings and recommendations in this book will help you meet your goals. With this publication, the SMPS Foundation underscores its mission: to discover, in an ever-changing marketplace, what makes A/E/C organizations successful in marketing and business development.

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