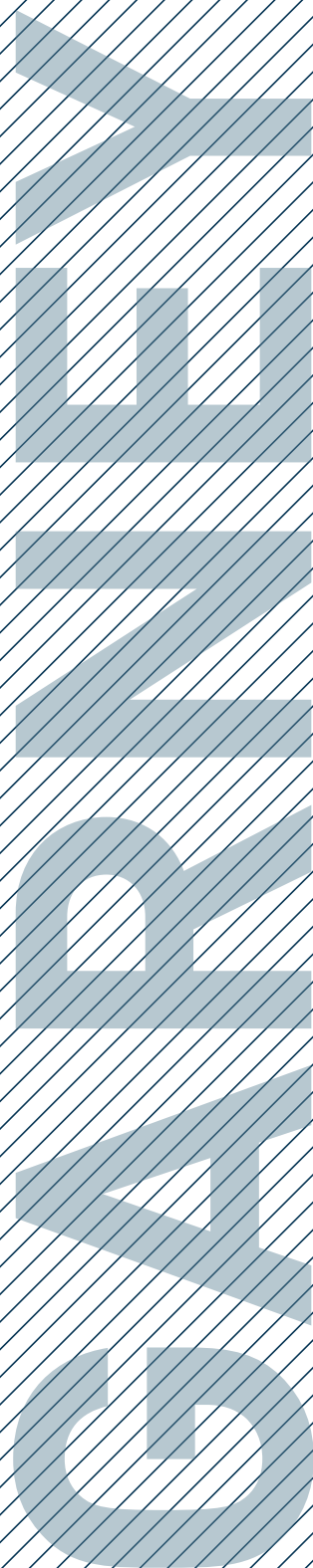


INTERVIEW GUIDE

PROJECT NAME



INTERVIEW TRAINING CHECKLIST

- Determine if outside interview resources are needed & contact consultant
- Determine where training will be held - book conference rooms/hotel board rooms as needed
- Work with OPL to determine if/when reservations for team dinner are needed
- Work with out-of-town interview attendees to book flights and hotels
- Send calendar invites to all attendees for scheduled interview training
- Meet with Graphics Lead to establish leave behind options to present to the interview team
- Order lunch for all interview attendees
- Order shirts for interview team
- Check the client Cosential page for previous notes on interviews/debriefs

ADDITIONAL STEPS FOR VIRTUAL SETTING

- Determine an interview location for each team member that is free of distractions
- Work with each team member individually to adjust camera positioning and lighting
- Determine if a virtual background will be used—contact the creative team for custom backgrounds

CONSULTANT CONTACT INFO

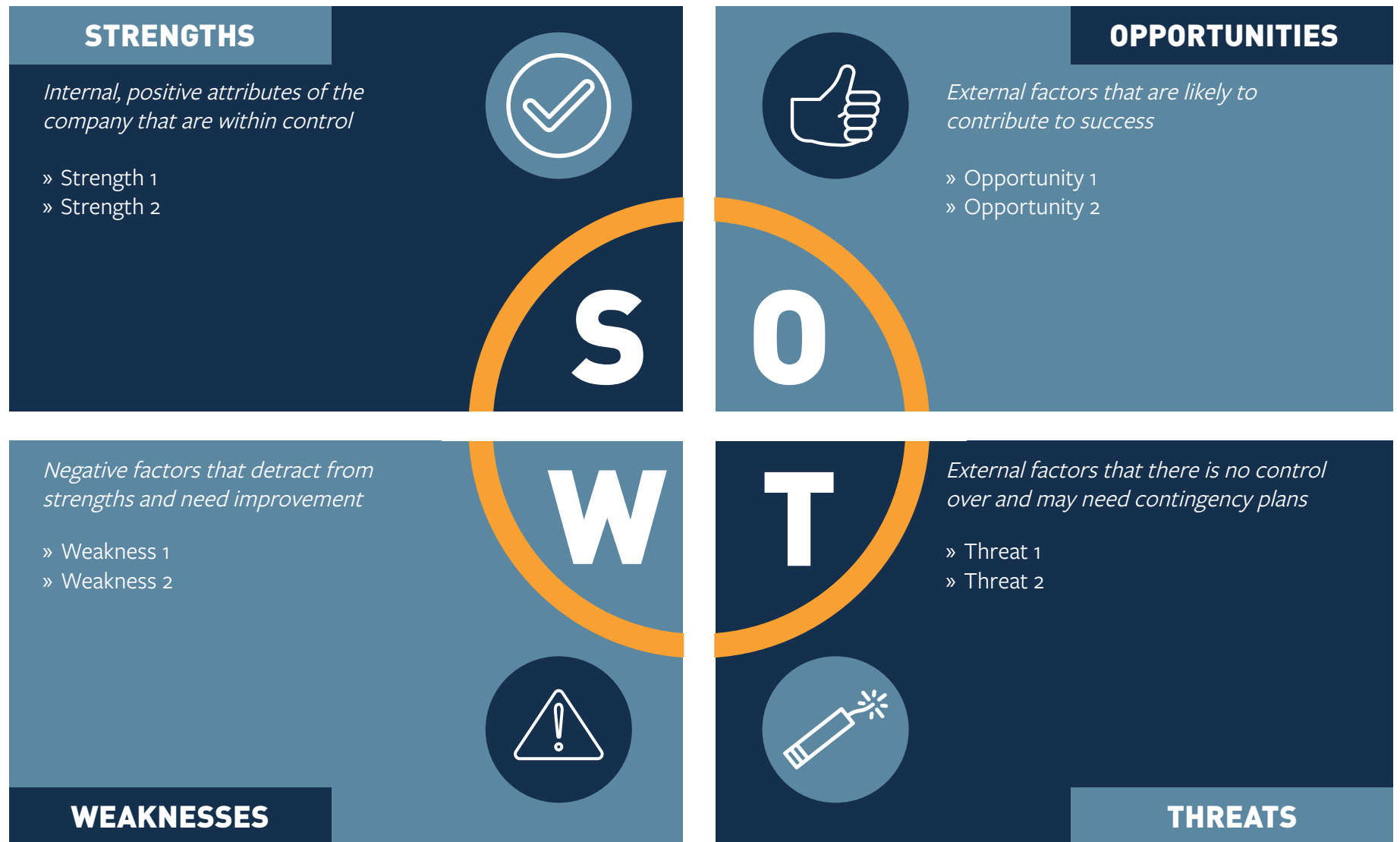
Dena Wyatt // **Marketing Evolutions, Inc.** // 303.424.9462 // dena@marketingevolutionsinc.com

Jenifer Johnson // **Marketing Evolutions, Inc.** // 954.789.1592 // jj@marketingevolutionsinc.com

INTERVIEW OUTLINE

Interview Date	March 25, 2020
Interview Time	9:00 AM CST
Allotted Presentation Time	30 minutes
Allotted Q&A Time	30 minutes
Order of Interview Teams	1. Garney 9:00AM 2. Pepper 11:00AM
Interview Location	555 N. 5th Street, Garney, MO 55555
Interview Team	Mike Gardner // Principal-in-Charge Mike Froelich // CMAR Project Manager Marcus Grace // Preconstruction Manager Cody Schmidt // Project Manager Chad Sharbono // Project Manager David Farkas // Regional Estimator
Training Team	Jenifer Johnson // Interview Consultant Andrea Spinski // Marketing Lead Whitney Briggs // Additional Marketing Logan Fritts // Graphics Scott Phillips // Business Development
Interview Attire	Khaki pants & Garney button down
Interview Training Dates/Times	Monday, March 2nd - 11:00AM-5:00PM (Skype) Thursday, March 5th - 8:00AM-5:00PM (KC Annex) Friday, March 6th - 8:00AM-5:00PM (KC Annex)

GARNEY



COMPETITOR NAME

STRENGTHS

Internal, positive attributes of the company that are within control

- » Strength 1
- » Strength 2



S

OPPORTUNITIES

External factors that are likely to contribute to success

- » Opportunity 1
- » Opportunity 2



O

Negative factors that detract from strengths and need improvement

- » Weakness 1
- » Weakness 2



W

WEAKNESSES

External factors that there is no control over and may need contingency plans

- » Threat 1
- » Threat 2



T

THREATS

COMPETITION

KNOWN COMPETITORS

What does our team have to prove in order to beat each of the competitors?

COMPETITOR ANALYSIS		
COMPETITORS	STRENGTHS	WEAKNESSES

DIFFERENTIATORS

WHO IS OUR BIGGEST COMPETITION?

What differentiates our team from theirs?

GARNEY TEAM ANALYSIS	
STRENGTHS	WEAKNESSES

LEAVE BEHIND

Insert sample options for leave behinds to discuss with the team. Refer to the Pursuit Leave Behind document located in the pursuit toolbox folder. (This doesn't exist yet)

STRUCTURING YOUR MESSAGE

Developing the right content is key. Successful messages address the client’s key issues, are specific to them and their project, show you understand their needs and have solutions to those needs.

ISSUE-FEATURE-BENEFIT-PROOF FORMULA

ISSUE	FEATURE	BENEFIT	PROOF
What is the client’s need or problem?	<i>What</i> is our solution based on experience or ability? WHAT DO WE DELIVER?	What is the <i>benefit</i> to the client based on my solution? SO WHAT?	Example <i>proof</i> to back up benefit.

EXAMPLE

ISSUE	FEATURE	BENEFIT	PROOF
Schedule - force main is past its useful life and is at serious risk of failure. Risk of a spill and unhappy residents.	Complete project two months ahead of schedule by installing force main via open cut at “X” intersection.	Expedite schedule by 60 days and save \$1 million in construction costs.	This same team performed a similar installation for “X” County last year. Our team completed the project three months ahead of schedule and returned \$1.2 million to the County.

THE BUN METHOD

OPENING HOOK. Show listener you understand their issue - relates to them and makes them want to listen.

HOW YOU DO IT? (KEEP THIS TO THREE POINTS)

- 1.
- 2.
- 3.

BENEFIT TO THE CLIENT

CLOSING/SUMMARY. Shows proof that you successfully overcome the issue they are facing - ties back to opening.

Safety is paramount. This route serves 5,000+ residences / businesses. Here’s how we plan to mitigate disruption and keep the public safe.

THREE KEYS CRITICAL TO OUR SAFETY PLAN INCLUDE: (THREE POINTS)

- 1.
- 2.
- 3.

THIS SAFETY PLAN WILL PROVIDE COMMUNICATION AND KEEP RESIDENTS/BUSINESSES UP TO DATE ON THE PROJECT, THUS LESSONING THEIR CURIOSITY WHICH WILL KEEP THEM SAFE.

I’ve been working on congested pipeline corridors for 20+ years and I’ve never had an incident on any of my projects.

