

## **ACEC**

### **A Path Forward: How High Impact Firms Emerge From A Crisis**

#### **Interview Clients & Prospects**

##### *Sensitivity to COVID-19 Disruption*

Today you have a significant opportunity. We, as design & construction leaders, have to choose daily between management and leadership. It is a choice to be a leader. Right now, given our current social and economic environment during the COVID-19 pandemic, even more leadership is required. More than ever, your family, employees, customers, prospects, and trade partners are looking to you for leadership, direction and confidence.

Take the opportunity to engage and lead those around you. Begin by asking them the questions below. Look for opportunities to serve their needs **now and into the future**.

Reach out to **ideal clients and prospects**. Select people with whom you want to develop a stronger partnership and have a desire to learn more about their organizations' needs and challenges. Schedule a time to meet virtually via videoconference or phone.

#### **Sample Approach to Initiative Contact with Clients and Prospects**

Here is a sample approach to initiating contact with clients or prospects with whom you have an existing relationship.

I'm reaching out today to see how you and your team are doing in the midst of the various economic and social disruptions. We're hearing concerns from customer and others in the industry about the short-term and long-term impact. We want to learn how you and your team are responding and how you're seeing the impact on our market, your customers, your facilities, etc. When can we schedule a 30-minute call to discuss?

#### **Questions for Clients and Prospects**

1. How is the COVID-19 pandemic affecting you and your family?

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2. How is the it affecting your team?

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3. How is it affecting your clients?

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4. How is it affecting your facilities?

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5. How is it affecting your current projects?

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6. How do you anticipate it to affect your future projects?

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7. How might COVID-19 impact your long-term, strategic plan?

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8. What needs are being served poorly or not being served by existing engineering firms?

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9. What can our team do to help or support you to build a more cohesive partnership?

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Record:

Your Name(s): \_\_\_\_\_  
Person Interviewed: \_\_\_\_\_  
Person's Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Client or Prospect: \_\_\_\_\_