Marketing & Business Development Practices

The logic behind the tactics
Field Day
It’s different here
Launch
Pace...
Finish!
The Marketing Racetrack
internal capabilities

position

the competition

the marketplace
OBJECTIVES
OF BRANDING

- recognition
- reputation
- mind share
What is mind share?
Business development
WHAT WE
SELL IS
INVISIBLE

YOU CAN'T

TOUCH IT
FEEL IT
SMELL IT
TASTE IT
TRY IT OUT AHEAD OF TIME
OR TAKE IT BACK IF YOU'RE NOT HAPPY
LESSON:

CONNECTING WITH CLIENTS ON THE TECHNICAL LEVEL IS JUST THE BEGINNING
Sales
learning from the master communicators
The Next Wave in Superhighways, or A Big, Fat Texas Boondoggle?

The fight is on to plan a build vast corridors for cars, trucks, trains—and almost everything else

By CATHY BOOTHE THOMAS HUTTO

To see the future of transportation in Texas, you have to drive out to the prairie north of Austin, past the sprawling plants of Dell and Samsung, to the farthest suburbs, where wild grass and cornfields muzzle up to McMansions with their perfect green lawns. There, giant earthmovers, whose wheels taller than a Texan in his boots, are rippling up the gummy, black soil to lay a 48-mile stretch of concrete tollway. State Highway 130, at a cost of $5.5 billion, is the biggest highway project under way in the U.S. today. It is also the first test in concrete for the Trans-Texas Corridor (RTC)—a radical rethinkng of the nation's Eisenhower-era roadways.

The brainchild of Texas Republican Governor, Rick Perry, the RTC would, if built, completely transform the state's highways over the next 50 years, creating a 4,000-mile network of multimodal corridors for transporting goods and people by car, truck, rail and utility line. Each corridor would have six lanes for cars, four additional lanes for intermodal trucks and half a dozen rail lines and a utility zone for moving oil and water, gas and electricity, even broadband data. The corridors could measure up to a quarter of a mile across. The projected cost, at least $183 billion, is more than the original price tag for the entire U.S. interstate system. But Texas, going it alone, is seeking private companies to take on the mammoth job of constructing, financing, operating and maintaining the network. To pay for the roads, developers will rely on a familiar but long-sought alternative method of financing: tollbooths.

Depending on whom you talk to, the Trans-Texas Corridor is either an innovaive solution to the U.S.'s overcrowded highway system or a Texas-size boondoggle. Backers claim that such corridors are needed to divert road and rail traffic—NAFTA trucks driving up from Mexico, railcars of Chinese goods from Western ports, hazardous cargoes of all kinds—from congested urban areas. Buying land for the system now, decades before it's needed, would cut acquisition costs and might even businesses to relocate inside the corridors. T. Boone Pickens could ship his West Texas water across the state in pipelines through the corridor; oil and gas could be shipped north from Mexico; even high-speed passenger rail lines could become reality. "The Trans-Texas Corridor is not just a road, not just asphault," says Perry. "It's a vision."

Opponents of the corridor range from environmentalists (the Sierra Club has called it "evil") to the Texas Republican Party, which has urged the legislature to repeal it. Texas, which is losing more land to sprawl than any other state, would need more than $9,000 sq. mi. of right-of-way for debt by issuing bonds for new roads. Although these bonds can be paid back by a number of possible revenue sources (such as tollbooth fees for driving), Texas policy now is to look first at tolls for all new highway projects.

What's more, the RTC legislation allows existing roads, not just new ones, to be converted to tollways. "They can take any highway anywhere, anytime, and put a tollbooth there," says Sal Costello, whose group, Austin Toll Party, argues that putting tollbooths on roads already paid for with gas taxes amounts to "double taxation" of commuters. The political outcry is having an effect. After Austin approved eight new toll projects for roads and bridges, a recall campaign was launched against the Democratic mayor and two city councilmen. "It's been a true grassroots fire," says Brewer McCredie, one of the city councilmen targeted. He's now against conversions.

Congress in the 1890s expressly rejected tolls as a way of financing the nation's interstate highways. But the Bush Administration, faced with an aging freeway system and a lack of money for build...
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Pete versus the underground river
And now you’ve made the short list
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So, what's it like to shop at your Engineering store?
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