



Seller- Doer Training Program

Program Description

This is a training program for mid to senior level technical staff at engineering firms. The training will include five training modules on business development strategy, soft skills & sales techniques, proposal writing, client networking and relationship management, and client interviews.

By fostering seller-doers within your firm, you are focusing on business growth and your firm's strategic objectives. The goal is to increase your firm's revenue, market share, and overall company performance. Your staff already has technical expertise, and now arm them with the skills of strategy, networking, client management, proposal writing and presentations.

Training Schedule

Module 1: Business Development Strategy

September 11, 2025, | 1:00 – 3:00 pm EST

Speaker: Julie Wanzer, LEED AP, Owner | Principal, Business Rewritten, Inc.

Description: Develop a strategic plan for business growth, including identifying target markets, developing marketing materials, and managing sales pipelines.

Learning Objectives:

- Learn how to lay the foundation of a strategic business development plan.
- Perform an 80/20 client analysis to maximize existing clients and find new ones.
- Learn how to enter a new market, and how to identify your ideal client.

Module 2: Soft Skills Sales Techniques

September 17, 2025, | 1:00 – 3:00 pm EST

Speaker: Scott Butcher, FSMPS, CPSM, Managing Director, Strategic Growth Advisory



Description: Acquire soft skills for lead generation, qualifying prospects, and presenting technical information effectively during client meetings, happy hours, and conferences.

Learning Objectives:

- Learn the 12 soft skills every seller-doer must have to be successful.
- Improve verbal communication through story telling.
- Understand communication styles and personalities via DISC analysis and generational styles.

Module 3: Proposal Writing

October 15, 2025, | 1:00 – 3:00 pm EST

Speaker: Melanie Vracas, Principal, Cakewalk strategies

Description: Learn how to craft compelling proposals that clearly articulate technical solutions, project timelines, costs, and benefits to win new contracts.

Learning Objectives:

- Outline your submission (give them exactly what they ask for!).
- Creating a compelling 'win' theme.
- Connecting the dots within your team to strengthen your story.
- Remaining fully compliant.

Module 4: Client Networking & Relationship Management

October 22, 2025, | 1:00 – 3:00 pm EST

Speaker: Rachel Charlton, Founder/Content Strategist, Sticky Communications

Description: Learn how to build meaningful, trust-based client relationships by using your company's brand framework as a foundation for clear, confident communication. This session



AMERICAN COUNCIL OF ENGINEERING COMPANIES

rethinks networking and business development as a long game of empathy and alignment—ideal for technical professionals who want to connect authentically, not just “sell.”

Learning Objectives:

- Learn how to build a client profile through strategic research and brand-aligned targeting.
- Refine your message and confidently engage in 1:1 conversation—without needing a rehearsed pitch.
- Identify associations and relationship opportunities that align with your value and learn how to partner with your marketing team and tools like AI to support your efforts.

Module 5: Prepare for Shortlist Interviews and Client Presentations: Make the Human Connection

November 5, 2025, | 1:00 – 3:00 pm EST

Speakers: Carol Doscher, President & CEO (Chief Encouragement Officer) and Rich Swingle, Freedom Finder, Graceworks

Description: Master the art of presentations and project interviews in this fun, interactive session. Graceworks will guide you through their proven, proprietary prep process—honed over 30 years—to help you become a confident, engaging speaker. You'll learn how to build trust and chemistry while demonstrating true commitment to your client and their project.

- Learn how to be comfortable, ready, and flexible in client-facing interviews.
- Connect with your audience on a personal and human level.
- Discover what is helpful body language and how to best structure and use slides.
- Walk away with a linear, scalable Prep Process that builds confidence and saves time!