



Land Surveyors and Marketing

Presented By:

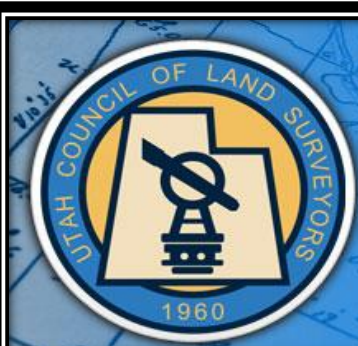
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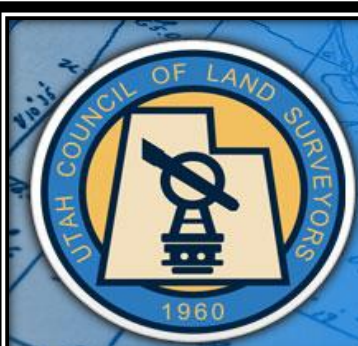
Think outside the box



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How will you Market your company to the Public?

- Public Works Projects
- Boundary Surveyor
- Developer and Entitlement
- Appealing to Lawyers
- A Realtor's Best Friend
- An Architects Best Friend
- All Of The Above!!



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“value for customers, clients,
partners and society at large”

What does that mean to you??

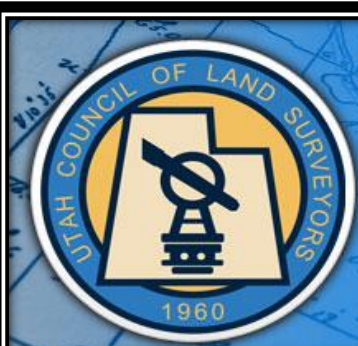


You must create *Value* for someone!!



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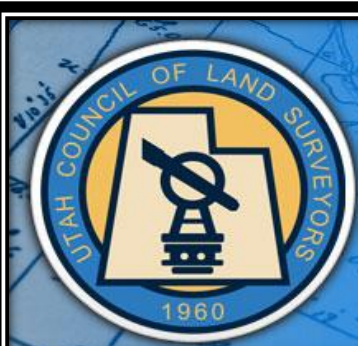
Generate a list of things that are valuable to your client...



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4 Elements to an Exchange...

- 1) 2 or more Principals must be a party to the transaction
- 2) The exchange should provide a benefit to both Principals
- 3) Both Principals must be able to deliver on their agreement
- 4) To build trust between Principals, they must meet Expectations...?



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- Is Price really the primary driver with your service?
- Do you know what your primary drivers are?
- Have you ever asked you Clients?



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Feedback is a great source of
information for your Company...
And it's Free!

- But it's not always easy to swallow
- Do you do Client Surveys/Interviews?
 - Not survey monkeys (my opinion, but they can be effective)



First Point of Contact is HUGE

- Field Crew on a jobsite
- Receptionist on a cold call
- Driving down the road with logos
- Buying groceries with your company name on the clothing



Set up a Marketing team in your office

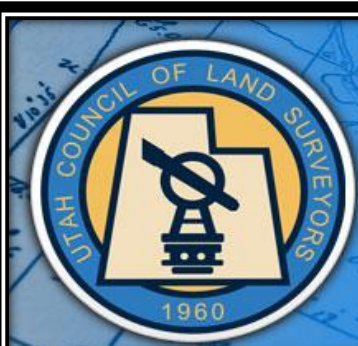
- Include a person from each department to discuss the company
- Empower the staff to get feedback and share feedback about your company
- Encourage them to bring ALL ideas to the table and let the group decide



S.W.O.T.

(Strength's, Weaknesses Opportunities, and Threats)

- Turn a weakness into a strength
- Turn a threat into an opportunity



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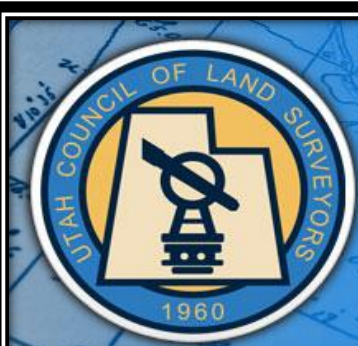
ALTA's- Record of Survey- Board Opinions- Regulations... Etc.

- How do YOU use these as a STRENGTH within your company?
- Are there other ways in Utah to leverage your service?
- Don't Cheapen Your Service, good client will pay for good service?



Put the right people in the right place

- Just because you're an owner, doesn't mean you should be responsible to everything
- Empower the staff to help make your business successful
- And Vice Versa... Help your company be successful



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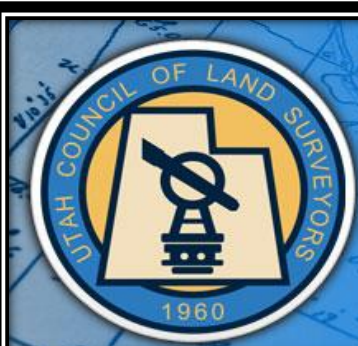
Mission Statement

Adobe Associates, Incorporated is an enduring organization of skilled and experienced people. We deliver professional Civil Engineering and Land Surveying services you can count on.



You Can Count On!

This is in front of our staff everyday as a reminder of what we require from everyone.



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Final Thoughts:

- Think outside the box
- Deliver a service that has value
- Clients will pay for a perceived value
- Don't be afraid to look at yourself once in a while
- Find out what your primary drivers are
- Empower your staff to help build your company and generate revenue

“Clients cannot judge the technical qualifications of surveyors; if they were that competent, they would do the job themselves. Judgment of capabilities is usually based on other items such as personal appearance, mannerisms, the ability to discuss everyday events and the command of words”. -Brown 2nd Editions, Boundary Control and Legal Principals, preface