
Session **6C - What a Spec Writer Wants, and How a Product Rep Can Provide It**
Date Friday, May 24, 2013
Time 10:30 to 11:30 a.m.
Speakers Tom Newton, CCCA and Terry Johnson, FCSC

Spec writers are a different breed. We come in all shapes and sizes, but we share a strong desire to know. Tom Newton is a specification writer who's not afraid to tell you what he wants and needs. Terry Johnson is a long time product rep who's been in the business just as long and can share his knowledge on how to convey the right information, ensuring no one's time is wasted.

So how can a product representative provide what the spec writer wants? The presentation will include the different types of calls, and 10 Rules for Product Presentations, including:

- Establishing an objective for the presentation
- Letting the spec writer set the agenda
- Making the presentation adaptive and flexible
- Gathering information
- Ensuring the presentation is participatory
- Ensuring the presentation is clear and understandable
- No negative selling
- Being professional
- Respecting time
- Closing

Join Tom and Terry as they share their 84+ combined years of experience in the construction industry.

Tom Newton, CCCA is an independent specifications consultant living and working in Calgary, Alberta for the last 39 years. Tom has worked for over 45 years in the construction design and, contract administration field for consulting engineers, architects and government. For the last 20 years, Tom has been an independent specifications consultant working on a complete spectrum of projects ranging from tenant improvements to major new hospitals. Tom has volunteered on CSC and construction association committees and boards throughout his career and strongly believes in supporting these organizations. Tom is on the Technical Program Committee for Conference 2013.



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Calgary, Hyatt Regency
May 22-26, 2013**



Terry Johnson, FCSC is a Life Member of CSC, having first joined in 1969 as a member of the Edmonton Chapter. Regardless of where Terry's job took him, he maintained active involvement in CSC in Winnipeg, Toronto, Grand Valley, London, and the Hamilton/Niagara Chapters. Terry continues to promote CSC to students in post-secondary institutions including Mohawk College in Hamilton, ON.

Terry has been involved in sales and management in the construction industry for 40 years. He is known for his high motivation to organize targets, satisfy, know and understand clients, while being a leader and contributing member of a business team.

Terry is the CSC Conference Chair for Conference 2014.



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