



ASCE

ILLINOIS SECTION

NEWSLETTER

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Instant, Instinctive Marketing Skills for Engineers

Starting with this issue, the *Management Division* presents a series on marketing principles and practices. During spring, our Section Activities articles will each have one of the "six sentence-steps" of a marketing plan. ■

What's this instant, instinctive stuff? It's that moment when you click with someone who has the power to hire you.

We all know about moments like that. But sometimes these moments don't occur and we wonder what happened.

I'm going to tell you about six skills that focus on moments like that. They are effortless, don't cost money, and are applicable whether you're looking for work for yourself or for your firm.

Instant Skill 1. Establish rapport during four key time periods: the 60 seconds before contact with someone who has the power to hire you, the first 60 seconds of contact, the core of the meeting with that person, and the last minute of contact.

The 60 seconds before contact: Visualize your success. Years ago, I heard Maurice Chevalier being interviewed. The great entertainer revealed that he prepared himself by closing his eyes and visualizing the audience and himself greeting each other with great affection. You don't have to appear before a large audience. You can use this technique just before an important phone call or meeting, say, with Pat. Close your eyes for a few moments and relax. Then imagine Pat *enthusiastically* clapping just before the two of you say hello, while you have your arms outstretched and a big, friendly smile on your face. Then smile, open your eyes, enthusiastically move yourself to greet Pat.

You can do the whole thing in about 20 seconds, or you can do it in a flash if you practice it.

The first 60 seconds of contact: Use the "Magic 4 Hello." Named by Jeff Allen, this special hello involves:

1. Friendly eye contact.
2. A smile.
3. A firm handshake.

4. Saying something polite, like, "Pat, I'm very pleased to meet you."

During the core of the meeting: Focus on your prospect. First, get in sync with your prospect by "mirroring" him or her. If Pat leans back and speaks slowly, subtly mirror Pat by leaning back and talking slowly. If you turn to Henry and he's leaning forward and talking rapidly, again mirror by doing something similar. You can also mirror tone of voice, attitude, breathing. After a while, with rapport established, you'll likely find that when you shift your posture, Henry will likely follow suit and mirror you. If you open up a little bit, Henry will probably reciprocate.

The point is that people usually like people who are like themselves.

The last minutes of contact: Ask for it and close on a note of rapport. During the last minutes of contact, ask for what you want, whether it is a referral, another meeting, feedback on any hesitations they may have about asking you to do the project, or the go-ahead to do the project. Give the "Magic 4 Good-bye," which is the same as the hello, but expressing, for example, your excitement about the project and pleasure about the meeting. The point is to go for rapport during the four critical time periods, and do it by visualizing success, using the "Magic 4 Hello," focusing on your prospect, and asking for what you want.

Instant Skill 2. Make your marketing calls crisp, clear and inviting. Have a clear purpose in mind for making the call, such as finding out who selects the architect or how your firm can be considered when they need services such as those you provide. Use a standard opening such as the one that I use: "Hi, my name is . . . and I'm with . . . I'm calling to briefly introduce myself and primarily to find out how our firm might be considered when you're looking for . . . services." I've said these words countless times. But it is the next part that is critical: listening carefully to the response — both the words and the tone of voice. Respond accordingly and probe

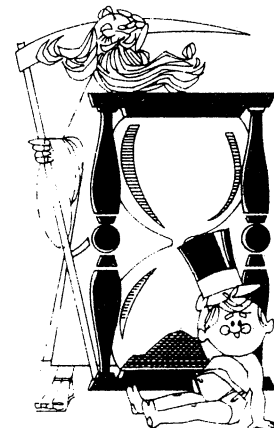
to learn more. If Henry sighed in hearing my opening, I might say, "Have I caught you at a bad time?"

Instant Skill 3. Conquer "call hesitancy." Almost everyone has call hesitancy, and a pretty good indication that you've been struck by it is when you procrastinate about making marketing calls. Here's the way to deal with it.

Expect to succeed. Enhance your positive attitude by positive self-talk, such as: "I'm going to meet some interesting people who might offer the opportunity I've been looking for. I'll get something positive out of these calls." (Say that to yourself, and then notice the contrast with something you may have said in the past, like, "This is going to be another waste of time.") Reinforce this positive orientation with supportive friends who can help you keep your perspective.

With your positive attitude strengthened, recognize that having to make marketing calls creates anxiety, and this happens to everyone. This anxiety causes stress, which causes your
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Happy New Year!



From the IS Board

New Flood Control Project Under Construction

The U.S. Army Corps of Engineers, Chicago District Office, is currently in the process of designing and constructing a major flood protection and recreation project along the Little Calumet River in northwest Indiana. The project, which consists primarily of levees and floodwalls, is one of the largest flood control projects under construction by the Chicago District.

The project was authorized under Section 401 to the 1986 Water Resources Development Act (P.L. 99-662) for the purpose of providing flood damage reduction and enhancing recreational opportunities along the Little Calumet River from the Illinois/Indiana state line to approximately one-half mile west of I-65. The non-structural and structural measures included in the project are designed for a 200-year level of flood protection. Non-structural measures include floodproofing of residential and commercial structures, and installing a

flood monitoring and warning system. Structural measures include:

- replacement of existing spoil bank levees with new levees;
- construction of new set-back levees and seal embankments;
- construction of floodwalls; and
- construction of closure structures and appurtenant drainage structures.

When completed, construction will have resulted in 20 miles of levees, 4.2 miles of floodwalls, 28 closure structures, 15 pump station improvements, and over 300 utility relocations or remediations at a total estimated project cost of \$145 million. The project is being cost-shared by the federal government and the State of Indiana through the Little Calumet River Basin Development Commission.

Designing in a riparian environment has provided challenges for the District's geotechnical engineering staff. In all, more than 350 soil borings ranging from 25 to 60 feet deep were drilled along the

levee alignment. In general, the stratigraphy in the western portion of the project (from the state line to Cline Avenue) consists of a surface layer of fine, uniform sand fill averaging 5 feet thick underlain by 20 to 35 feet of medium stiff to stiff silty clay, resting on hard clay to dense silt. The medium stiff to stiff clay contains numerous discontinuous pockets of very soft organic silts and clays. The eastern areas are more heterogeneous, but, in general, consist of about 5 feet of fine sand or other miscellaneous fill underlain by up to 10 feet of soft organic silts. Beneath the silts is a glacial silty clay approximately 40 feet thick which grades from medium stiff to soft to stiff.

The varying soil conditions result in anticipated settlements ranging between six inches and two feet. Various techniques are being considered to minimize settlement impacts on existing utilities and interior drainage structures. Over-excavation and preloading, with and without vertical drains, have been proposed.

Construction on the project began in 1990 and is currently about 15 percent complete.

*John T. Fornek, P.E.
U.S. Army Corps of Engineers
ASCE Geotechnical Division*

Marketing Skills for Engineers

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adrenalin to flow. What you want to do is to aim the energy that comes along with this adrenalin. Direct this energy to do what needs doing.

Most important in defeating call hesitancy, pick a specific objective like making 10 calls a day starting at a specific time.

Thus, conquer call hesitancy by having a positive attitude, aiming your anxiety, and making a specific number of calls each day.

Instant Skill 4. Nix the BIG mistakes. Nix the mistakes that cost you opportunity. Mistake #1 is not getting in front of prospects. Selling is a contact sport. The more you're in front of prospects, the more success you're going to have.

Mistake #2 is giving up too soon. When you talk to new business prospects, you may hear that they have nothing going on now. Remember this: the majority give up on a prospect after the first call. But follow-up with prospective clients is critical. Sixty percent of all sales are made after five or more contacts.

Mistake #3 is being focused on your brochures and slides instead of your prospect. Can you imagine having a medical problem and your doctor tells

you proudly about the certificates on his wall and about a recent operation he performed.

Mistake #4 is talking instead of listening. Having two ears and one mouth is a good reminder that we should be listening at least twice as much as we talk.

The point is to nix the big mistakes—not getting and staying in front of prospects, and not focusing on and listening to the prospect.

Instant Skill 5. Write notes and proposals that get results. Keep your writing short and customized. Make constant improvements, for example, in the description of your firm and its services as you learn more about your prospects. You can begin with one description, and then add others as you find different interests among your prospects. You want your description to “click” in the minds of your readers. Use an editor if you can't make your words as easy to read as a newspaper article.

Instant Skill 6. Eliminate doubt. Use “shared meanings.” “Henry, we'll meet you at 7 a.m. on Sept. 20th, right at the United Airlines ticket counter at O'Hare. Have I got that right?” If Henry says no and corrects you, then you can again

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Civil Engineer

Kane County is seeking a Civil Engineer for the Water Resources Division of the Development Department. Knowledge in subdivision reviews, stormwater management, water resource planning and public works. Salary range is \$2,333 to \$2,750 per month. Send resumes to Paul Schuch, P.E., Dir. Water Resources, Kane County Development Dept., 719 Batavia Ave., Geneva, IL 60134.

ILLINOIS SECTION NEWSLETTER

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PRESIDENT'S NOTES

I trust that this message finds you in the afterglow of good holiday cheer. The beginning of the new year is traditionally accompanied by the annual New Year's resolution. This exercise typically centers around some sort of goal setting and often involves some sort of self-denial that ultimately dooms the concept. We will all fight the good fight in this regard as best as we can on a personal basis. Allow me to offer an alternative by suggesting that each of us work on someone else's self-improvement. (It's certainly easier to offer unbiased guidance to others.) Not personal habits, but career habits. Yes, I'm talking about mentoring. Not the formal, workplace program, but the informal assistance and honest appraisal of performance that forms work ethics and performance habits. The newcomers to the profession search for the standard of expectation early in their careers. A friend of mine commented many years ago that one's work ethics and standards are formulated primarily at one's first job. I am inclined to believe that this is fairly accurate as a generalization. If asked, I suspect most of us could look back and identify one or two individuals who made a lasting impression on our actions today. We all need to think about how we are perceived by those who follow us.

Hopefully, the role model was positive and included traits such as honesty, loyalty and diligence. Unfortunately, bad traits are just as easy to pass on by example. One such trait is cheating. Active cheating should be easy to envision, because it includes the wrongs taught in childhood, such as stealing. Passive cheating is tougher to address without preaching because it has come to be commonplace in some sectors. It is a double-edged sword that cuts both sides of employer/employee, client/consultant and government/taxpayer relationships. It occurs whenever the best efforts or intentions of one of the parties are not put forth. Whenever an effort is the least amount required to get by — the break or day off taken that really isn't part of the arrangement, excuses made for a job not performed, or a head turned away from a task improperly performed — an impression is made, with the effect of lowering the standard of the profession. We profess to be a people-serving profession, and we must be relentless in our efforts to serve in that capacity.

Involvement in professional organizations is one of those traits that is best provided by example. Employers and middle management are most visible and can provide younger members with the best vehicle for professional development and continuing education. Conversely, the boss who does not support

such activities or only attends functions featuring the local entity with a new budget to spend also sends a message to his or her underlings.

Like it or not, we are all mentors, even if we don't know who we are influencing. Do yourself and that other someone a favor and make that New Year's resolu-

Marketing Skills for Engineers

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verify saying, "7 p.m., not 7 a.m." When Henry says, "Yes, you've got it," then you have a shared meaning.

Nothing beats a "shared meaning" when you want to make sure there's no doubt about something important, especially when feelings may be running high. "You're saying that you're hesitant to consider our team for another project because of the way the cost overrun was handled on the last project. Am I hearing you right?" When you hear, "You've got it," then you know that there is a shared understanding about the situation.

* * * * *

Despite the power of these six instant skills, the reality is that you can't just pull them out of a bag. You might not feel like smiling at Henry, or maybe he's crabby and not receptive to your enthusiasm. Like so many other things, it takes practice to make these instant actions instinctive. Try them out with a partner or friend, and if it doesn't work, try it again with someone else. Fine tune these techniques until they become natural, habitual and instinctive. Because when it comes to the real thing, like those minutes when you're finally meeting with Pat and Henry, the interactions happen so fast that you can't be doing them for the first time and hope that they're going to work the way you want them to.

I have a challenge for you. Select three of these instant actions — like smiling, using the Magic 4 Good-bye, and mirroring. Select the skill that, if you did it habitually, would make the biggest difference in your personal life and your marketing efforts. I challenge you to try this skill today at home and in the office.

It doesn't cost anything to smile or give someone a compliment. The more you do it, the more fun it is, the better you feel, the better other people feel, and the better you get at it. If you're able to use these instant skills for 10 days in a row — whether in the office, at home, or over the phone — you will have formed *habits* that will make these instant marketing actions *instinctive*. And you'll be even more fun than you are now and we'll all love you for doing it. ■

tion to be a positive influence.

I have an update on National's strategic plan that I discussed last month. For reasons unknown, I have been requested to attend the next work session on this document, to be held on January 12 and 13. I want very much to provide an IS viewpoint at this meeting. Please contact me directly, through the Past President's Council headed by Karen Lange, or through your Technical Division Chair.

Bill Babcock

This article recently appeared in the *Marketer*, published by the Society for Marketing Professional Services.

The Koren *Network* is a marketing service for engineers, architects and related professionals helping to develop new business and client contact. For reprints, call (708) 445-0000.

Barry Koren, AIA, Ph.D.
Management Division

P.E. Exam Video Review Classes

The next P.E. examination will be April 7, 1995. Beginning in February, the ASCE Illinois Section Associate Member Forum (AMF) is offering an eight-week Civil Engineering Exam Review Videotape Program. The program is a product of ASCE National's Continuing Education Services and consists of 23 hours of videotape filmed of an ASCE P.E. review class.

Participants will meet Wednesdays from 5:30 p.m. to 9 p.m. in downtown Chicago. The program begins Feb. 1, 1995 and ends March 29, 1995. The civil engineering subjects covered are: Exam Overview, Hydraulics and Hydrology, Structural Analysis & Design, Sanitary Engineering, Soils, Transportation, Surveying, and Economics.

Each subject is presented by an experienced engineer. The program includes a comprehensive reference manual with example problems. Volunteers from ASCE Illinois Section may be available to answer questions.

The \$175 cost includes the reference manual, dinner, and soft drinks. If you are interested in the program, please register by faxing your name, address, company name, and phone and fax numbers to Michael Trojjan at (fax) 312/565-2497. Call Michael for more information at (312) 565-0450. The registration deadline is Jan. 25, 1995.

SECTION ACTIVITIES

Structural Division

January Dinner Meeting — Precast Concrete Soundwalls

Joint dinner meeting with ACI. Mr. Ed Gregory, Marketing Director of the Precast-Prestressed Producers of Illinois, and Mr. Chris Newkirk, Mr. Andy Keenan and Mr. Tom Dodge of Prestress Engineering Corporation will discuss the new precast concrete soundwall project for the Illinois Tollway. The project origin and the competition which took place prior to the material and contractor award will be discussed along with site challenges, design considerations, plant production and construction logistics. The presentation will familiarize engineering and construction professionals with the precast soundwall and its application on a major project.

Date: January 11, 1995

Time: 5:15 p.m. — social hour

6:00 p.m. — dinner

7:00 p.m. — presentation

Place: Como Inn

546 N. Milwaukee, Chicago

Cost: \$25

RSVP: Barb Pries at (312) 263-1606 by Friday, January 6

February Dinner Meeting — Effects of Fire on Structures

Joint dinner meeting with SEAOL and ACI. Most construction materials are adversely affected by the temperatures that occur in fires. Some materials such as wood, plastics and aluminum can be consumed by fire, while others such as steel, concrete and gypsum degrade at high temperatures. Mr. Armand H. Gustaferrero of the Consulting Engineers Group will discuss how fire related material property changes affect the behavior of structures and the evaluation of fire-damaged structures.

Date: February 7, 1995

Time: 5:15 p.m. — social hour

6:00 p.m. — dinner

7:00 p.m. — presentation

Place: Como Inn

546 N. Milwaukee, Chicago

Cost: \$25

RSVP: Barb Pries at (312) 263-1606 by Friday, January 6

Associate Member Forum

January Meeting — Fox River Bridge Study

Developing alignments and evaluating the impacts as a part of an Environmental Impact Statement.

Date: January 19, 1995

Time: 5:30 p.m.

Place: Alfred Benesch & Company

205 N. Michigan, #2400, Chicago

RSVP: Michael Trojian at (312) 565-0450

AMF February Meeting — How to Make Technical Presentations More Lively and Interesting

Mr. William Rush, Voice Consultant, will present this discussion at HNTB. For more information, stay tuned.

Management Division

For information on the division or its activities, contact Bob Iverson at (312) 454-1060.

Administration Committee Meeting

Date: January 26, 1995

Time: 5:30 p.m.

Place: Collins Engineers Inc.

165 N. Canal, Suite 975

Chicago

Management Express Luncheon

The Division welcomes Scott David, Vice President of the Scudder Group, who will present "401k Plans for Small Firms." This new group savings method has recently been described in *The Wall Street Journal* and other investment periodicals.

Date: January 26, 1995

Time: 11:30 a.m. — social

12:00 p.m. — lunch

12:30 p.m. — presentation

Place: The Chicago Bar Association

321 S. Plymouth Ct., Chicago

(Jackson and Dearborn)

Cost: \$10 (pay in dining room)

RSVP: Jill Heyser at (312) 394-2849.

ASCE members and guests are welcome.

Environmental Engineering & Water Resources Division

January Meeting

Date: January 10, 1995

Place: River Center

111 N. Canal St., Chicago

Time: 5:30 p.m.

Engineering Quip

A zoologist was driving on I-55 with 15 penguins, four in the front and 11 in the back. A police officer stopped them and said, "While above future HOV guidelines, state law is two in front and four in back. Take those penguins to the zoo at once." "OK." The next day on I-55, the same vehicle with the same occupants was stopped by the same officer. "I thought I told you to take those penguins to the zoo!" "Yes, officer. We did and had a great time. Today we are going to the museum."

Geotechnical Division

Geotechnical Division meetings are held every second Tuesday of the month.

Time: 5:30 p.m. — social

6:30 p.m. — dinner

7:30 p.m. — presentation

Place: Como Inn

546 N. Milwaukee, Chicago

Cost: \$25 with reservations

\$30 at the door

\$5 students with reservations

\$10 faculty with reservations

RSVP: Eileen at (708) 634-8580 by noon

on the Friday preceding the meeting

January Dinner Meeting

The January meeting is the annual joint meeting with the North Central Section of the Association of Engineering Geologists and will feature guest speaker Greg Hillbrenner, P.E., with Harza Engineering Company in Chicago. He will present, "Chicago Freight Tunnel — Corrective Actions Taken Since the 1992 Flood."

Date: January 10, 1995

February Dinner Meeting

Robert Field of Ken-Jet Corporation, Ontario, Canada, will discuss the No-Vibration Impact Piling Installer.

Date: February 14, 1995

Call for Papers

You are cordially invited to submit an article or paper to the *Journal of Professional Issues in Engineering Education and Practice* of the ASCE. The journal seeks papers on issues that affect practice of civil engineering including: engineering ethics, certification, registration, professional development, liability, professionalism, social responsibility, and projects.

Submit five double-spaced copies of your paper. Maximum length is 10,000 words for papers, 2,500 words for notes, and 1,250 words for discussions of previously published papers. A guide is available describing the format. Any questions about potential submittals can be directed to: Brian Brenner, Bechtel/Parsons Brinckerhoff, 1 South Station, Boston, MA 02110; (617) 951-6276; FAX (617) 951-0897.

Mail articles to: Editor, *Journal of Professional Issues in Engineering Education and Practice*, ASCE, 345 E. 47th St., New York, NY 10017-2398.

