



SPECIFICATION AND RIBA CPD

Tim Hayes

Marketing Manager – QPSL

INTRODUCTION & BACKGROUND

WHAT DO ARCHITECTS WANT?

HOW TO GENERATE CPD BOOKINGS

10 THINGS THAT MAKE FOR A GREAT CPD

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QPSL – 50 YEARS OF EXTRUSIONS



» Contract Flooring Accessories



» Insulated Cavity Closers



» Wood Composite Profiles



» Bespoke Profiles for Offsite



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ABOUT QPSL – LEAN, GREEN, SAFE & CLEAN

...LEAN

Our principles are:

- » To create value for customers
- » Generate flow to eliminate job queues
- » Let customer pull determine what is made
- » Strive for perfection - never satisfied
- » Always learning to be better

...GREEN

Our commitment to environmental sustainability in all we do (ISO14001 accreditation)

...SAFE

Our commitment to the wellbeing of all stakeholders

...CLEAN

In reputation and our commitment to complete transparency



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WHAT DO ARCHITECTS WANT?

1. As little hassle and risk as possible – Reduce risk
2. Proof of trust – via case studies (sector specific)
3. Look and feel that works
4. Evidence of knowledge leadership – know the BR's
5. A story
6. Easy to specify products – Simple

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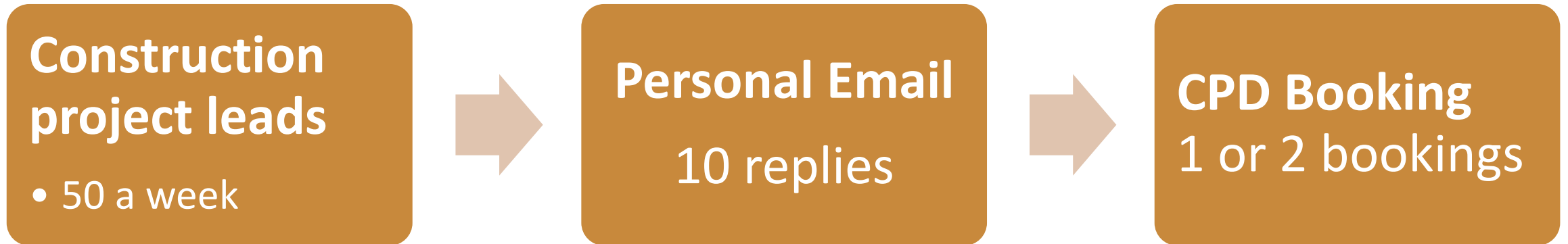
10 THINGS THAT MAKE FOR A GREAT CPD

INBOUND CPD BOOKINGS

- » They don't come on their own
- » We get maybe 1 per month

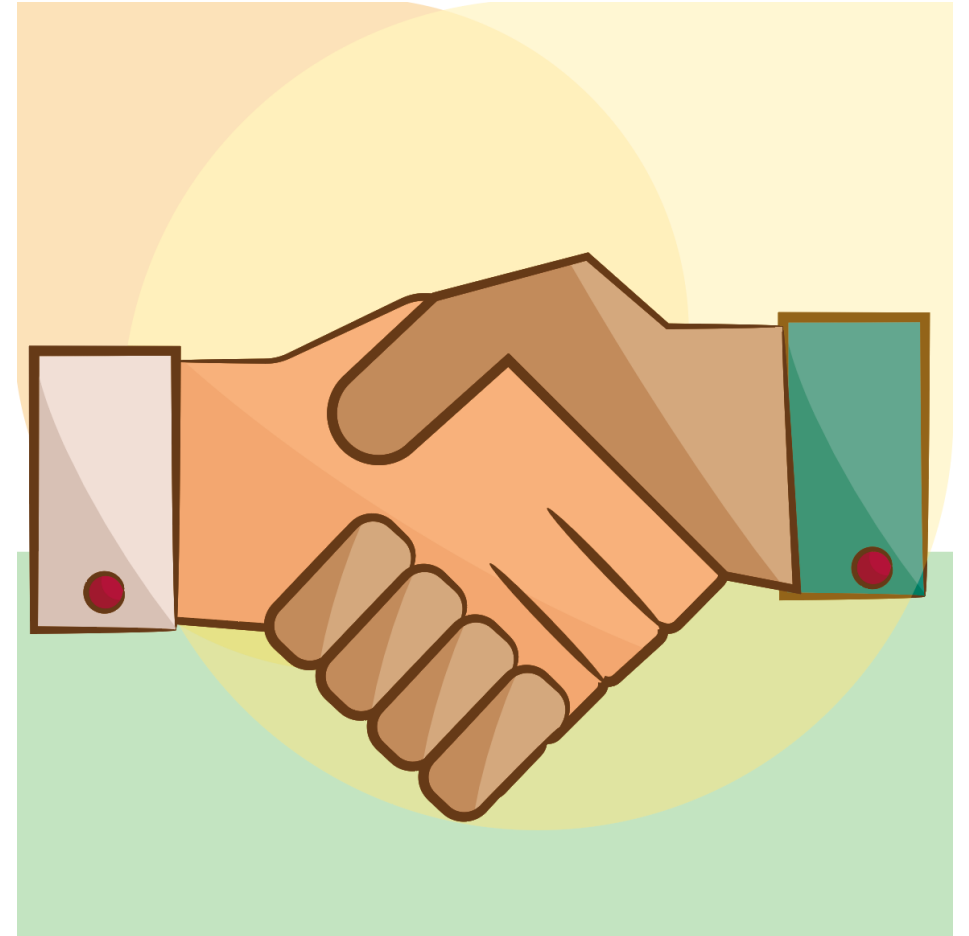


OUTBOUND CPD BOOKINGS: EMAILS



OUTBOUND CPD BOOKINGS: PARTNERSHIPS

- » We are non-aligned
- » We work with complementary companies
- » We provide a total solution for the architect



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FOOD

1. Everyone loves
a free lunch!



LENGTH



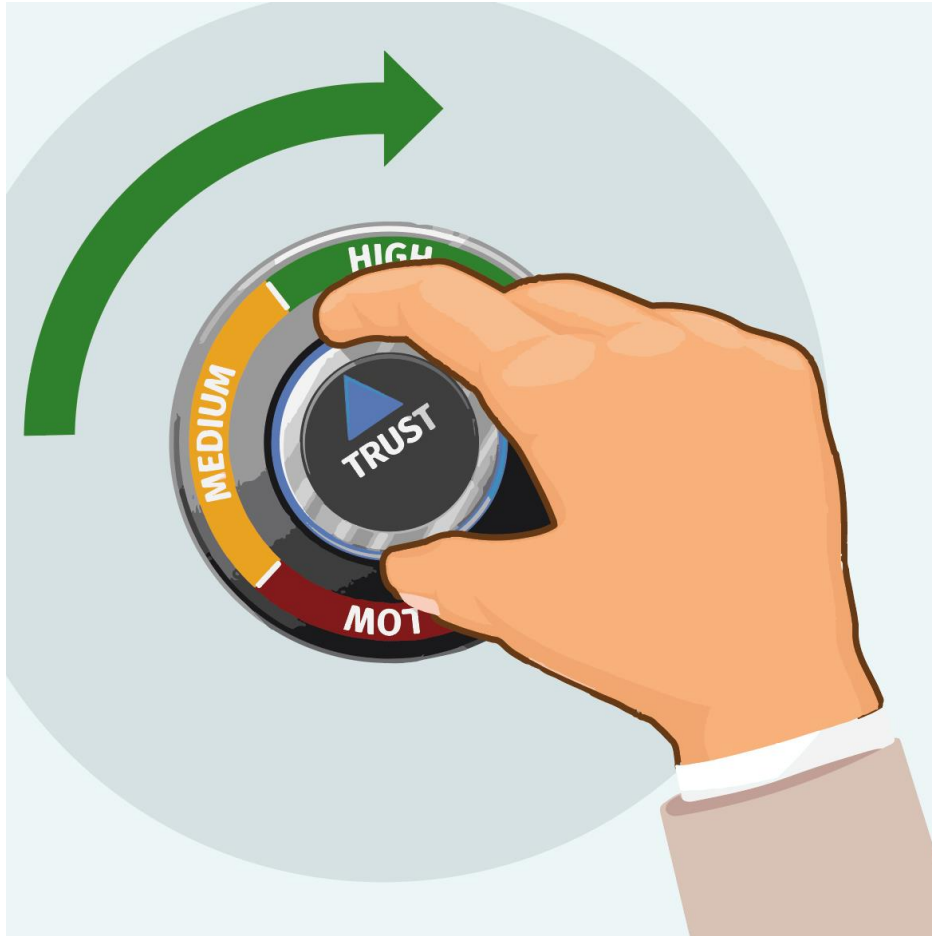
2. A CPD should
be 30 to 40
mins max.

ASK

3. Who is in the room?



CREDIBILITY



4. Prove credibility
through knowledge
leadership.

RISK

5. Reduce risk through proving ability.



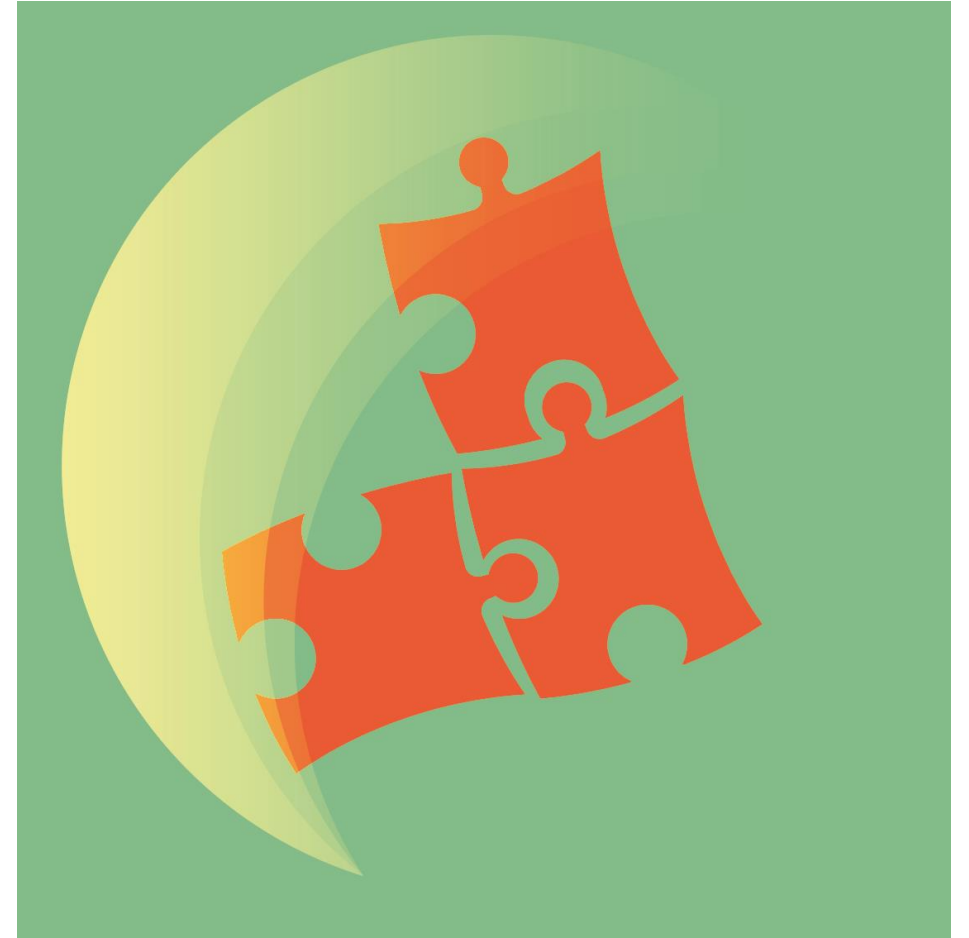
TRUST



6. Build trust
through
personality.

COMPLETE SOLUTION

7. Offer a complete solution to a problem.



SIMPLE



SIMPLE IS
BEAUTIFUL

8. How easy are you
to specify?

ASK

9. Ask if you can help
with any projects!



FOLLOW UP



10. Offer touching points and be available.

THANK-YOU

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