



IFMA's **World Workplace**

Your Facility Conference & Expo

Oct. 7-9, 2015 | **Denver, Colorado**



Selling Your Business Case

John Rimer, CFM
President, FM360 Consulting



IFMA TM

International Facility Management Association

Empowering Facility Professionals Worldwide



CEUs & CFM® Maintenance Points

You are eligible to receive Continuing Education Units and Certified Facility Manager® maintenance points for attending sessions at IFMA's World Workplace.

To receive CEU points, you must add the US\$15 processing fee to your registration. (Full Event PLUS! registration includes the CEU processing fee.)

To Receive 20 CFM Maintenance Points

Record your attendance for the three-day conference on your CFM Recertification Form in CAMP.

At re-certification time, submit your completed CFM Recertification Form.

Managing CEUs:

- Log into the **Attendee Service Center**. <http://tinyurl.com/p6y4fxb>
Your log-in information was sent to you when you registered for the conference.
- Click "Start CEU Process" on the left-hand side.
- Click "Start" next to the session you attended.
- Complete the session evaluation.
- Click "Start Test" next to the session.
After passing the test, your certificate will be available for download.

****If you wish to receive CEUs or LUs from other organizations, you must contact those organizations for instructions on reporting credit hours.**



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Your Feedback is Valued!

Please take the time to **Evaluate**
Sessions

Log into the Attendee Service Center

<http://tinyurl.com/p6y4fxb>



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**The Road to Better
Facility Management**

Meet Our Presenter:

John Rimer, CFM

- **President FM360 Consulting**
- **IFMA & BOC Qualified Instructor**
- **18+ Years Facility Industry Experience**





Review Session Learning Objectives

- Selling is an On-Going Activity and How to Do It
- Identify & Understand Business Drivers & Political Motivators
- Learn to Speak the Language of Business
- Hone Verbal, Written, & Presenting Skills

State of Facilities...



- Deferred Maintenance
 - Equipment End-Of-Life
- Lack of Resources
 - “Do More with Less”
- Reactive Maintenance
 - Firefighting
- Skilled Labor Shortage
 - “Silver Tsunami”

Building the Business Case



C-SUITE

- Collect Data
- Study Players
- Understand Climate
- Interpret Facilities
- Tout Value
- Execute

More Than Business Cases



Helps With:

- Business Cases
- Operating Budgets
 - Labor & Maintenance
- Capital Budgets
 - Capital Reinvestment Program
- *"Always Selling"*

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Collect Data

- Financial
 - Avg Cost \$ / FTE
 - Avg Revenue \$ / FTE
 - Cost of Downtime/ReWork
 - Profit Margin
 - Bond Capacity / Debt Ratio
 - Resource – HR & Finance (e.g. CFO, Controller, etc.)

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Collect Data

- Operations
 - O&M Cost \$ / SF
 - O&M Cost \$ / FTE(student)
 - Facility Condition Index (FCI)
 - Sum of deferred / Replacement Value
 - Energy Usage Index (EUI)
 - kBTU/Yr/SF
 - Backlog Hours & WO Completion
 - Resource - CMMS



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Collect Data

- Benchmarking Resources
 - IFMA
 - BEX
 - BOMI
 - Industry-Specific
 - APPA – Higher Education
 - ASHE - Healthcare

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Study Players

- Identify Stakeholders
 - Position Power
 - Personal Influence
 - Groups
 - Committees
 - Student/Community

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Study Players

- Get to Know Them
 - Business Goals/Drivers
 - Political Motivators
 - Causes & Passions
 - Inhibitor or Enabler
 - Winner or Loser

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Study Players

- Get to Know Them
 - Current Challenges
 - Allies and Enemies
 - Your Existing Relationship
 - Their View of Facilities

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Study Players

- Resources
 - Bio
 - Org. Chart
 - Blog Posts
 - Interest Groups
 - Meeting Behavior
 - Ask...

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Understand

- Environmental Awareness
- Business & Political Climate
- Market Drivers
- Industry Trends
- Resources
 - Company Newsletter & Releases
 - News & Media
 - Trade Journals & Organizations
 - Conferences

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Understand

- Triple Bottom Line*
 - Financial
 - Social
 - Workplace
 - Marketplace
 - Community
 - Environmental

*Elkington 1994



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Interpret

- Translate into their language
 - Business & Political Motivators
 - Safety & Risk
 - "Social" Implications
- Avoid Technical Language
 - Equal to Knowledge of Audience

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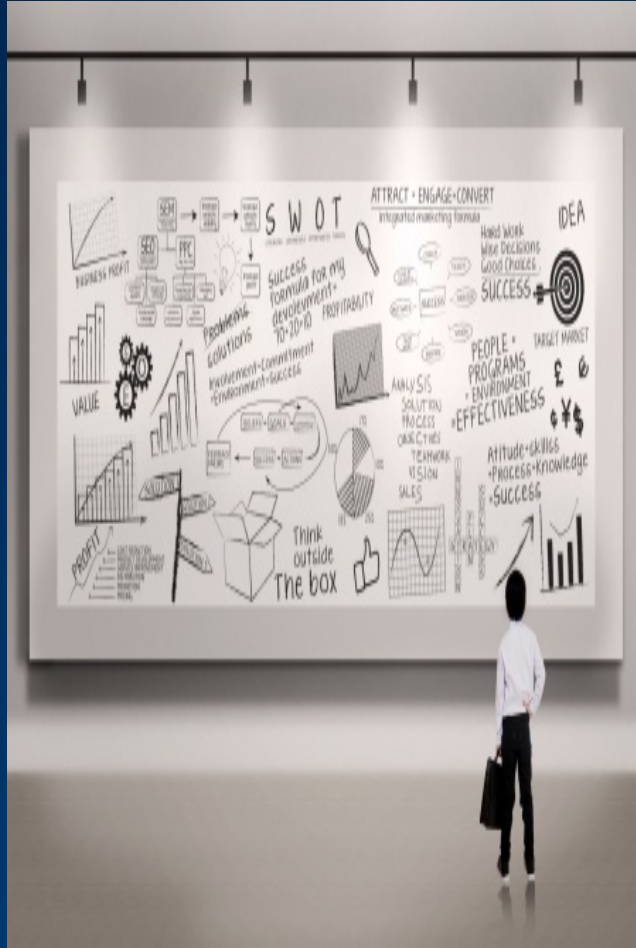
Interpret

- The Rule of 100/10/1

- 100 – People Productivity
- 10 – Facilities
- 1 - Utilities

Costs - Overhead

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Tout

- Marketing Plan
 - Touchpoints
 - Webpage / Bulletin Board
 - Newsletter / E-mail
 - Service Desk
 - Face-To-Face

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Tout

- Dress the Part
 - Dress Like a Business Manager
 - Try to Avoid Carrying Tools
 - Writing & Presentation Skills
- Build Relationships
 - Politics – Wanna Win, Gotta Play
 - “MBWA”

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Tout

- The Whole Team Sells
 - Realized Value
 - Ownership
- Soft Skills Training
 - Elevator Speech
 - Passive Selling

"Always Selling from the Grounds Up"

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Execute

- Deliver on Promises
- Monitor Progress
 - KPIs & Benchmarks
- Celebrate Progress (Tout!)
- Continual Learning & Growth
 - For You & Staff
- Rinse & Repeat

Review...



C-SUITE

- Collect Data
- Study Players
- Understand Climate
- Interpret Facilities
- Tout Value
- Execute

Business Cases - Where We Fall Short...



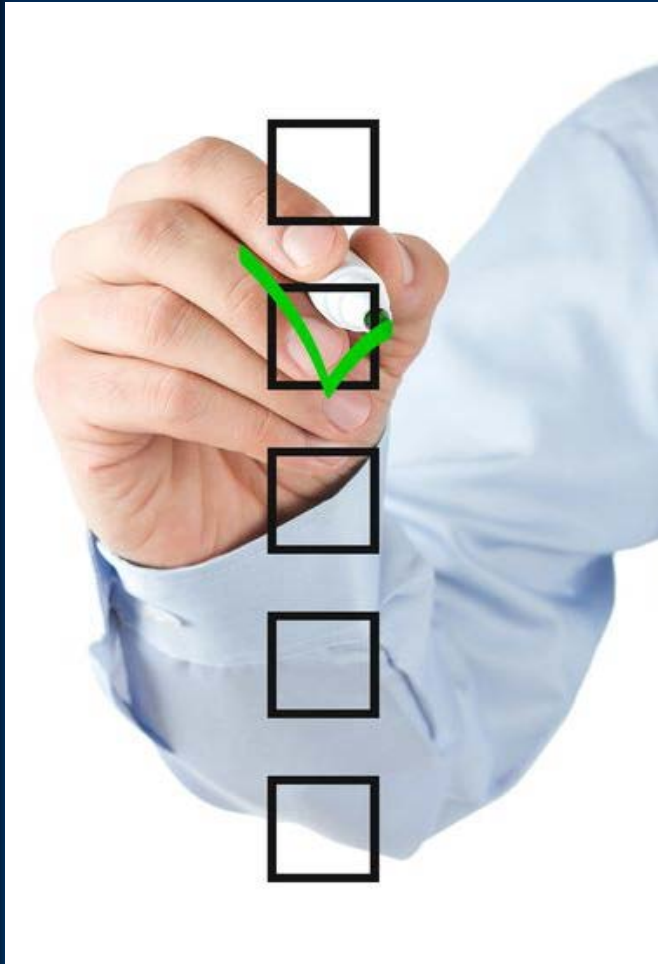
Current Approach

- Verbose
- Cost Centric
- Technical

New Approach

- "In-Your-Face"
Business Case

In-Your-Face Business Case



- Brief Description
- Current Condition
- Risk / Impact
 - Rule 100/10/1
 - Triple Bottom Line
- Timeline
- Next Steps
 - Critical Path Decisions

Free Resources



John Rimer, CFM

john@fm360consulting.com

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www.fm360consulting.com/selling





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THANK YOU!

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