



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

# **Site Consultant Outreach Strategy**

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**MEDC Toolbox Training - January 26 , 2022**

**Susan Proctor, CEcD**

**Strategic Initiatives Director – Growth & Development**

# WHAT DO I DO?

- What I do:
  - Lead the outreach to the site consultant community in partnership with you our local partners
  - Single point of contact for the site consultant community
  - Goal: establish relationships within the site consultant community and keep Michigan top of mind for project
  - Tactics:
    - Direct outreach through leading and attending events/meetings
    - Targeted marketing and communications
  - Resource to you and your teams
- What I don't do:
  - Land/site assembly/prep
  - Work projects – attraction managers and BDMs run projects

# WHO ARE SITE CONSULTANTS - WHAT DO THEY DO?

- Retained by companies to provide data and intelligence to drive wholistic, cost effective and sustainable site location decisions
- Often part of large brokerage, Tax, accounting and law firms - many are boutique
- About 400 in our database
- Some specialize in certain parts of the process, industries etc.
- Book of business is individuals, not firms



# WHY ARE THEY IMPORTANT?

- 30-40% of the business development projects we land
- Qualified projects
- ROI in terms of job creation and investment is higher
- They are influencers within their community
- Great source of unvarnished feedback
- Source for leading industry trends
- Losing projects is an opportunity



# HOW SHOULD I ENGAGE?

- Long sales cycle
- Be consistent, targeted and relevant
- Doesn't have to be expensive
- Do your homework and target accordingly
- Establish a tiered target list
- Connect on LinkedIn
- Customize messaging as much as possible
- Lists:
  - DCI - [www.locationadvisors.net](http://www.locationadvisors.net)
  - Consultant Connect
  - Site Selectors Guild



# WHAT DO THEY CARE ABOUT?

- Data, data and data
- Available sites
- Project announcements
- Largest employers
- What makes your community or region unique
- Let someone else tell your story – third party validation
- Website



# OMG – I have to do a 1:1 – what's my elevator pitch??



# PITCH POINTERS

- Introduction: Be brief and do your homework
- Community expertise: What industries does your community/region specialize in? What resources support this?
- Name drop your companies
- Recent project announcements
- Recent closures that free up sites
- New programs or tools
- Ask if they have questions about your community
- Use visuals and collateral sparingly – maps are good but use the time to cultivate a relationship





# General Dos and Don'ts



- Keep up with industry trends
- Ask for feedback
- Listen
- Pick up the phone
- Know your product
- Follow-up



- **DON'T TAKE THEM TO APPLEBEES!!**
- Don't send them board meeting/chamber minutes
- Try not to hate them because of their aggressive timelines

# MEDC OUTREACH STRATEGY/TACTICS

- 20ish events in CY 2022
- Periodic targeted phone calls with Josh/Quentin/Christine
- Meetings with site cons tied to other events/Gov. meetings
- Coordinate with local partners on outreach to ensure alignment

## **Marketing and Communications**

- Direct mail gift boxes and postcards
- Paid media/custom content
- DCI Contract
  - MEDC Advisory Board
  - Newsletter Content
  - Focus Groups
  - Secret Shopper
  - MI vs. Peers Survey

# NEWSLETTER/WEBSITE UPDATES



MICHIGAN.  
PURE OPPORTUNITY.

**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

Hello Susan –

The year may be winding down, but Michigan isn't slowing one bit. From our continued investments in site readiness efforts to our growing pipeline of FDI wins – each day, Team Michigan is working to build a championship economy where our current and future workforce can find good paying jobs, live in vibrant communities and where businesses of all sizes can grow and thrive.



I am also excited to share that key bills have been introduced in both the Michigan House and Senate to strengthen our state's economic development efforts. This includes the creation of a strategic site readiness program ([SB 770/HB 5603](#)) to grow our inventory of investment-ready sites and a critical industry investment fund ([SB 771/HB 5604](#)) to support game-changing investments for business projects. While these bills are still making their way through the legislative process, they represent significant and vital steps to ensuring Michigan is in the best position to win transformational projects and secure business retention, expansion and growth opportunities here in our state.

MICHIGANBUSINESS.ORG INDUSTRIES SERVICES WHY MICHIGAN NEWS

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

## EXPLORE MICHIGAN

Select a City, County, Metro, or Region

Cities

Counties

Metro Areas

Regions

Ready to find a property for your business?

[Find Properties](#)

**Hello, I'm Susan Proctor.**  
Site consultants and site selectors please contact me directly.  
I would like to engage further with you.

[Send me an email](#)

+1 (517) 719-0393

# 2022 PLANNED EVENTS (FY 2022)

- Feb 24 – 25, Consultant Connect Summit, Dallas
- Mar 3 – 4 - Site Selectors Guild Annual Conference, San Diego, CA
- March 14 – Michigan Site Consultant’s Forum
- March 17 – 18 - Consultant Connect Summit, Scottsdale
- April 30 - May 4 - IAMC Spring Forum, Ft. Lauderdale – SPONSOR - Dinner
- May 9-10 - NYC Market Blitz - *(registration opens early March)*
- May 19-20 - Consultant Connect Summit, VA
- June 8-10 - IAMC International Forum – London - TENTATIVE
- June 26-29 – Select USA – Site Consultant Panel
- August 4-5 – Consultant Connect Summit – Chicago
- August 22-25 – MEDA Annual Meeting – Fam Tour and Panel
- August 30-31 - Two Industry Focused Virtual Sessions (Engineering & Design/EV Development)
- September 19-21 – Site Selector’s Guild Fall Forum – Richmond, VA
- September 30 - October 4 - Northern Fam Tour - Bay Harbor
- September TBD - Site Selectors Guild Fall Forum – Location TBD
- TBD January- “Customer Appreciation” Virtual Event

# 2022 PLANNED EVENTS 1<sup>ST</sup> Q FY 2023

- October 17-19 – AD – Women in Economic Development
- October 22-26 - IAMC Fall Forum – Detroit - SPONSOR
- October TBD - Area Development Women in ED Chicago - SPONSOR
- November 3-4 - Dallas Market Blitz (*registration opens early September*)
- December 4-6 - Area Development Consultants Forum – St. Petersburg
- December TBD - MI Site Consultant Holiday Forum

Site Consultant Outreach Events: [live calendar in Box](#)