

“FOCUS ON PROFESSIONALISM”

TEACHING FIRMS NATIONWIDE  
DESIGN BUILD

DESIGN BUILD

*A two-day interactive  
business seminar for  
both established  
firms and those just  
starting out.*



**KINMAN**  
**A S S O C I A T E S**  
THE NATURAL EXTENSION OF ARCHITECTURE

# KINMAN'S PLEDGE OF PARTNERSHIP

**"FOCUS ON PROFESSIONALISM"** – *Allows for hands-on learning of professional Design Build techniques.*



## GOALS

### LANDSCAPE ARCHITECTS DESIGNERS, SALES STAFF

### OWNERS/ MANAGERS

#### Business Stability

- Become aware of mindsets
- We are not selling a commodity
- Your personal commitment
- Conscious of "Unaware, Aware, Understand, Believe"

- Process driven systems
- Shared Accountability
- Grow your staff's competency
- Work yourself "out of your job"

#### Customer Management

- Use "professional" client filtering techniques
- Discover client enlightenment techniques, & visual aids
- Learn world class presentation

- Listening skills, insight to client
- Client driven profit centers
- Educate by enlightening your client
- Customers prefer to do business with paid professionals

#### Projecting for the Future

- Profitable Win/ Win systems
- Create legitimate client dependency
- Assume authority & secure your future
- Learn to say "No" now, no regrets later

- Benefits of aligning self with Architects
- Build, then show evidence=credibility
- Value Build resource room
- Share beliefs with tools

#### Profitability

- Stop selling, allow customer to buy
- "I will charge design fees"
- Guard your most valuable asset- TIME!
- Promote A.N.D.=appropriate/needs/desires

- Charge for "Professional Fees"
- Profit is not a BAD word!
- Efficiency through systematic processes
- Acquire elite residential projects

#### Controlling your own Destiny

- Clients preferring to buy from you
- Clients willing to wait for you
- Aligning yourself as a professional
- Create masterpieces, not minimum budgets

- Create work backlogs a year in advance
- Luxury to be able to project for future
- Stop settling for what comes along
- P.O.E.C. Plan, organize, execute, control

## DEVELOPING PROFESSIONALS FOR THE FUTURE

***"The dynamics of this "Process," the enthusiasm – IT WORKS !!! This is exactly what I've been looking for ."***

- Peter Hansen of Vintage Landscape, Osterville Massachusetts

***"My expectations were exceeded !"***

- Steven Doerler of Doerlers Landscape, Yardville New Jersey

***"Great ideas, yet very simple. I am kicking myself!"***

- Matthew Posovar of Halls Horticulture, North Carolina

***"I would recommend this class to a manager, or anyone who is in the business & is serious about their future !"***

- Steven Beck of Tremendous Landscape Designs, Columbus Ohio



***More qualified calls  
Stop time wasters  
Control quality better***



***Routinely acquire  
desired projects***

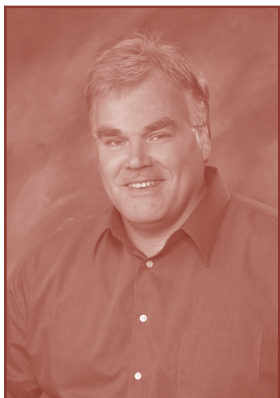


***Allow your clients to  
be your sales force***



***How to get the  
“right” clients***

**GARY KINMAN** As a business owner and President of Kinman Associates, Gary has over 25 years experience in the Design Build Industry. His broad expertise in the areas of designing, engineering, marketing, contracting, business and finance has allowed him to create the mystique that attracts the most prestigious clients. Kinman’s introduction to the “process” will insure success at all levels – from securing the smallest of projects to understanding the “psychology” and acquiring the elite residential projects. These techniques work at all levels of any project.



Create momentum and actually propel towards the contract while generating design fees, consulting fees, and revenues with his amazingly simple time-tested concepts. Among Gary’s accreditations are hundreds of companies that have adopted his techniques and are successfully using the “Process,” and who today are now leaving their own mark on the industry.

# REGISTRATION FORM

Design-Build Seminar with Gary Kinman

*This is a fill-in form. Type your responses in the blanks, then print.*



Date of Class	1 <sup>st</sup> choice	2 <sup>nd</sup> choice
First Registrant	Formal Name for certificate	Opt. Nickname (for name tag)
Additional Registrants from Same Company		
Alumni Registrant*		Date of previously attended FOP class
Company Name		
Address		
City/State/Zip		
Phone		FAX
Email		
Please indicate any special needs		
In case of emergency during conference, please contact:		Phone

**FEES:** First registrant fee: \$2,000.00, 2nd/3rd registrant: \$1,500.00, Additional registrants: \$1,000.00

**Fees Include:** two day seminar, two lunches, hand out materials, studio and resource center tour.  
*(Note: Seating is limited. Confirmation of reservation will be based on date of receipt of application with payment. Deadline for registration is 7 days prior to event. Cancellations after this deadline may incur penalty.)*

<b>BY CHECK:</b> Amount Enclosed \$ _____ Check # _____ Make check payable to Gary Kinman Mail to: The Kinman Institute. P.O. Box 1129, Dublin, Ohio 43017-1129 Inquiries contact: Cynthia at (614) 764-8733	<b>BY CREDIT CARD</b> Registration Fee \$ _____ [ ] Master Card [ ] Visa [ ] Amex Card Number _____ Expiration Date _____
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**Register by fax or email with credit card: FAX form to 614-793-0104**  
**EMAIL - Scan and send form to: fop@kinmaninstitute.com**

I hereby Accept the Terms and Conditions of the Seminar, and (if applicable) authorize my credit card to be charged for the registration fee.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## "Focus on Professionalism" Participants Terms and Conditions

By signing the registration, you have acknowledged that you have read and agree to the terms and conditions of this sponsorship.

- 1) This program is solely owned and operated by Kinman Associates, Inc. and its presented materials are solely for the use of the participants who attend the workshop. Duplicating any materials for another person's use is strictly forbidden.
- 2) The workshop is designed with specific components which may or may not have been publicized. Kinman Associates, Inc. reserves the right to change curriculum or content whenever they desire.
- 3) Kinman Associates, Inc. reserves the right to approve applicants to any school or program.
- 4) Transportation to the workshop location is not included in the program fee.
- 5) All fees must be received by deadlines!
- 6) The "Focus on Professionalism" programs are nonacademic programs, except to State and National organizations accepting this program as such.
- 7) Kinman Associates, Inc. has the right to expel a participant and or guest of a participant for unruly behavior or displaying an image not conducive to the school.
- 8) \$100.00 of your fee is nonrefundable. The balance of your deposit is nonrefundable except for special circumstances which are viewed on a case by case basis.
- 9) By signing the registration, you hereby, jointly and severally, release the officers, members and staff of Kinman Associates, Inc. from all liabilities, claims or demands whatsoever arising from the actions, including but not limited to any personal injury to you or others associated with you whether such injury or damage is caused by actions of the elements or by acts or omissions of any such parties, whether such injury or damage occurs prior to, during or after the event. The person attending shall indemnify Kinman Associates, Inc. harmless from liability that may result from the participant's or participant's parties actions or failure to act in any manner whatsoever. This release is given freely and voluntarily by the person applying on the registration form.

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