

Business Development for Project Management

Discover how Generate Future Business with Current & Potential Customers



Elective Course for the Construction Management Certificate Program (CMC)

A FLEXIBLE PROFESSIONAL DEVELOPMENT PROGRAM DESIGNED FOR FIELD AND OFFICE LEADERS IN THE CONSTRUCTION INDUSTRY

COURSE OVERVIEW

Business development in construction is often thought of as the responsibility of a dedicated team or individuals. However, true business development is a collaborative effort, with project managers, site supervisors, and skilled tradespeople playing a critical role. These team members interact with clients daily and are key to fostering relationships that lead to repeat business and long-term partnerships.

This CMC course focuses on empowering non-traditional business development personnel—your project management team and field leaders—to contribute to your company's growth. Participants will learn best practices for promoting opportunities, building strong client relationships, and generating repeat business through simple, effective actions. Investing in this training will equip your frontline team to drive customer satisfaction and enhance business development efforts, ensuring sustained success in today's competitive market.

LEARNING OBJECTIVES

- Understand the impact of strong relationships on securing future work.
- Learn effective methods for tracking contacts and networking connections.
- Recognize how building solid relationships can enhance both your company's success and your own career.
- Explore simple best practices for identifying and pursuing new work opportunities.

COURSE DETAILS & REGISTRATION INFORMATION

Date: Thursday, March 25, 2027
Time: 12:00 p.m. – 4:00 p.m.
Cost: \$200 (Lunch Included)
Instructor: Brad Benhart, MBA, LEED AP

This course can be taken as a stand-alone or as part of the CAF Construction Management Certificate (CMC) Program

Location: Construction Advancement Foundation
6050 Southport Road, Suite A
Portage, IN 46368

Register Online by: March 23, 2027
<https://cafnwin.org/register>
or Call the CAF at 219-764-2883