

License Construction Class - Outline

1. Introduction

Purpose of the Class

- Explore the intersection of pricing strategies, financial management, and construction efficiency.
- Highlight the importance of incorporating technology and modern approaches in construction.
- Gain insights into pricing strategies, financial management, and AI-driven optimization in construction.

2. Price Structure and Strategy in Construction

- **Understanding Price Structure**
- **Bidding**
- Explore factors influencing pricing: materials, labor, and overhead.
- **Launching Discount Offers Without Losing Profit**
- Tips for crafting competitive and sustainable discount offers.
- Case study: Influence of discounts on construction project profitability.

3. Sales Projection and Business Growth

- **Setting Realistic Projections**
- Methods for calculating sales growth in the construction sector.
- **Future Market Trends (Based in last Nielsen Reports)**
- Explore the impact of technology, and sustainability trends.
- Insights into emerging Utah market opportunities.

4. Impact of Recession and Inflation on Construction Pricing

- **Utah Economic Challenges**
- How recession and inflation affect material and labor costs.
- **Staying Updated**
- Strategies to adapt pricing models amid economic volatility.

- Using data for proactive decision-making.

5. Importance of Construction Management Software and Models

- **Why Use Construction Management Software**
- Benefits: efficiency enhancement, error reduction, and streamlined communication.
- Examples of popular tools and their applications.
- **Creating a Construction Model**
- Importance of visualization and data integration for successful projects.
- Hands-on demonstration: basic project modeling.

6. Financial Literacy for Construction

- **Reading Balance Sheets and Profit and Loss Statements**
- Understanding critical components: revenue, expenses, assets, and liabilities.
- **Importance of Financial Oversight**
- How financial clarity fosters growth and informed decision-making.
- **Interactive Component**
- Analyzing a simplified balance sheet example.

7. Lead Generation and AI for Cost Optimization

- **What is Lead Generation?**
- Strategies for generating leads in construction.
- Role of online marketing and networking.
- **Using AI for Operational Optimization**
- Examples: predictive maintenance, resource allocation, and supply chain management.
- Demonstration of AI tools for cost-saving solutions.

8. Backflow Training and Green Practices

- **Backflow preventer training**
- **Green Construction Practices**

- Significance of adopting eco-friendly methods and materials.
- **Future-Proofing Your Business**
- Embracing innovation to remain competitive.

9. Q&A and Feedback

- **Interactive Discussion**
- Encourage questions on pricing, financial management, and technology.
- **Gather Feedback**
- Utilize polls or open-ended questions for class improvement.

Learning Structure and Goals

Structure:

Blend theoretical insights with practical tools and interactive discussions.

Introduce real-world examples and case studies for clarity.

Focus on actionable strategies for participants to apply in their roles.

Goals:

Equip participants with a deep understanding of pricing strategies and financial management in construction.

Highlight the importance of technology and AI in optimizing operations.

Foster knowledge about lead generation and future market trends.

Ensure participants understand how to interpret financial documents for informed decisions.

Inspire adoption of innovative tools and sustainable practices for long-term success