WORKING WITH SITE SELECTORS
WHO, OR WHAT, IS A SITE SELECTOR?
LESS THAN 40% OF SITE SEARCHES NATIONWIDE ARE HANDLED BY SITE CONSULTING FIRMS.
Companies base their location decisions on business basics:

- Proximity to suppliers and customers
- Infrastructure
- Labor market
- Energy cost and availability
- Clustering can also play a role, especially for companies working in emerging technologies.
- A pro-business environment
Site Selection Consultants base their searches on their client’s criteria:

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What's Your Story??

Story = Brand
Up to date, easy to navigate, data rich web site is the most critical way to get your story out.

It is the first place a site consultant, company or realtor will turn to learn about you.

It is your key connection!
4 Billion Tools of the Trade.
Is your story on them??
Bottom Line – What They Look For

Tangibles

- A location that lets the company best serve their customer
- An existing workforce with the skills the company needs and an education system able to supply future needs
- An overall attractive business cost structure
- A can do, pro-business environment
- Available sites and buildings
- Good transportation infrastructure (always highway, other needs vary by company or use)
Bottom Line – What They Look For

Intangibles

- A place that offers solutions, not sales, that listens to and hears the needs and responds.
- A place that understands that time is money and can show a track record of moving projects quickly through the approval process.
Get on their Radar!

Newsletters
Trade Associations
Facebook
YouTube

Personal Visits
Conferences
Twitter
Linked In
When they call – Respond!

• **Be prepared** – Identify your go-to team members well in advance.

• **Answer questions** - Directly, clearly and concisely, even if the answer is not what you think they want.

• **Build your case** - Quantifiable strengths, not editorial, subjective descriptions.

• **Don’t try to be something you are not** - they already know a lot about you.
Learning Never Ends
QUESTIONS?