

ArCHmass™

Marketing Architectural Services Successfully **Process Diagram Leading to Closing Deal**

100. BE NOTICED Potential Client notices Architect, contacts Architect	Architect responds to inquiry	D. ENT PROJECT INFO ential Client vides information out their project.	400. EXPRESS INTEREST Architect expresses interest & provides information about firm experience and capability for type of project
500.	600.	700.	
CLIENT QUESTION	MEETING SUGGESTION	CLIENT 1ST SALE	
Potential Client asks	Architect suggests meeting	Potential Client agrees to	
Architect what the process	location and preliminary	for preliminary small 1 st s	
is and what happens next.	paid 1 st "small" service.	and agrees to meeting.	
900. CREDIBILITY BUI Client receives Architect's C materials, reviews and is im each item reviewed = 1 virte	REDIBILITY building	1000. MEETING Architect & Client MEET, usually at Client Site. Architect performs service.	1100. ADJOURN After service is done, Architect & Client adjourn to place for agreement review meeting.
1200.	1300.	1400.	1500.
MENU OF SERVICES	CLOSING DEAL	INITIAL PA	START PROJECT

Architect review Menu of Services, Client(s) Choose & initial, then Architect reviews main agreement.

Clients sign agreement or take for further study.

Obtain Initial Payment check.

Architect starts Programming.