



LONMARK®
Connection

System Specification Process

Introduction

- Speaker
- Why write a specification
- Ask questions



The A,B & C's of Getting Spec'd

- How to write a specification
- Developing relationships
- Lunch & Learns
- LONMARK Americas
- What not to do
- What to look for in a “closed specification”



How to write a specification

- Keep it brief
- Make it easy to use
- Minimize the risk for the specifying engineer
- Minimize your risk
- Incorporate and comply with local and National Codes



Develop your relationships

- The end user
 - Financial Customer
 - The Operator
- The specifying engineer
 - Meet with the project team
 - Ask questions
 - Understand the project
 - Understand their needs
- Stay in contact on a regular basis
- Follow up and be responsive
- Make it easy for the engineer to use your company



Lunch & Learns

- What is a Lunch & Learn
- Use vendors for support
- Become a member of LMA
- Use LMA as support
- Write an outline and script you are comfortable with
- Provide an incentive for the engineering firm
- Stay in touch



LONMARK Americas

- Become a member of LMA
- Use the experience and resources from the leadership of LMA
- Use the specification from the website



What not to do:

- Put the engineer at risk
- Leave “holes” in your specification
- Delay
- Assume anything



What to look for in a “closed” specification

- Understand how your competition is writing spec’s in their favor
- Educate yourself on your competitors product
- Understand the different levels of a “closed” system



How to enforce your spec

- Be prepared for your spec to be challenged.
- Be prepared to support your spec and the engineer



Thank You -- Questions

