

THE 19 UNDENIABLE LAWS OF SITE SELECTION

Ron Kitchens

RULE 001: Ignorance is the enemy

“The struggle is not in finding data — though it takes research, data is everywhere, and the struggle lies in providing valuable data.”

- You must study your community.
- You need to know more than the data you can buy from a database.

RULE 002: Companies will not solve your political problems

“The sign of a great economic developer is the ability to sustain the support, attention and response to the company after the honeymoon of the project has worn off.”

- Challenges with partnerships in today's political environment
- Connect with your community's political leaders
- You must find a way to burden them with knowledge regarding the impact their actions have on providing or eliminating jobs for those they are sworn to serve.

RULE 004: Answer the phone

“The relationship between economic developers and site selectors is long-term and, to be effective, it must be built upon trust which is founded in consistent and dependable communication.”

- Do the little things right
- Both answer and return promptly
- Have an ongoing analysis of aspirational and real competition

RULE 007: It is personal

“Economic development is dependent upon relationships.”

- Communicating as colleagues
- Trust is at a premium in the decision-making process
- Invest in relationships

RULE 010: You and the mayor are not your community's best salespeople

“When company leaders talk to their peers about their experiences in the community and the support they have received, their voices speak volumes.”

- It begins with having relationships with existing companies
- Clients want to hear from business leaders in the community
- Our voices are important but carry a bias

RULE 014: The real work begins

“The sign of a great economic developer is the ability to sustain the support, attention and response to the company after the honeymoon of the project has worn off.”

- The hunt is exciting, but are you staying engaged?
- Sustain support and response
- Be equally passionate about retention and expansion
- Pure Michigan business connect

RULE 013: You are not the only player in the game

“It is crucial to know the community’s competition.”

- To look at data in a vacuum is not sufficient
- Define peer communities
- Have an ongoing analysis of aspirational and real competition

RULE 019: Everybody sells

“Look at your community through the eyes and ears of a visitor.”

- What do the residents have to say about your community?
- Do not try to be a lone voice

Questions?



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