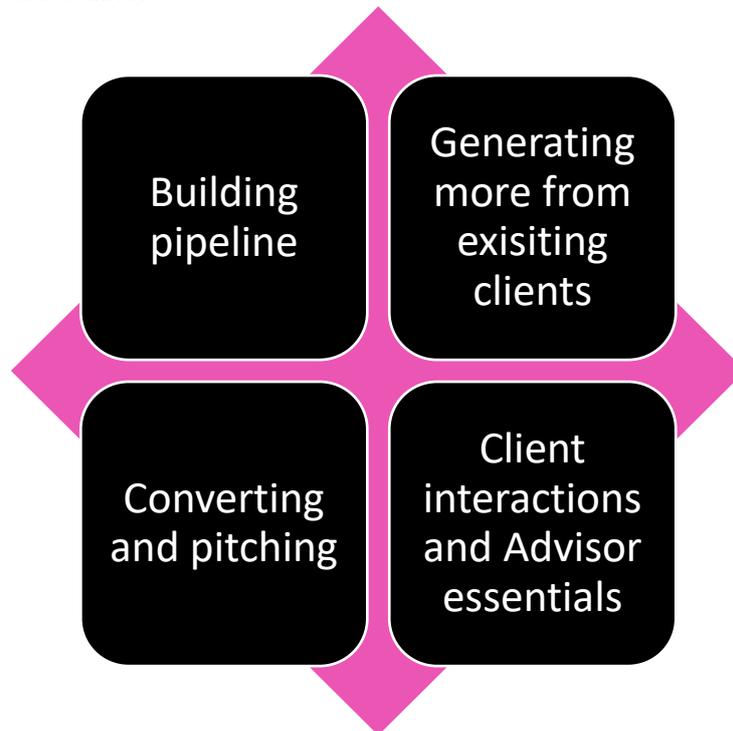


Business Development

In a modern Professional Services Firm, everybody has to be responsible for developing business and growing the top line profitably. This isn't just about winning new clients and projects, it's about retaining existing clients and looking for opportunities to add value, to help solve their challenges and issues through providing high quality solutions. It's about building and nurturing relationships with intermediaries and referrers which is even more important now so many interactions are online.



We provide the tools to help fee earners create effective approaches to:

Building pipeline

- Defining prospects and developing contact strategies
- Create clear marketing messages
- Defining and executing lead actions

Generating more from existing clients

- Client relationship management and Key account management
- Building stronger and wider relationships
- Negotiating fees

Client interactions and Advisor essentials

- Changing mindset – specialist into advisor
- Wider business conversations to identify service opportunities
- Building trust

Converting and pitching

- Persuasion and influence
- Understanding buying motivations
- Articulating the value proposition