

## Professional Services Business Development System Workshop

### PURPOSE

- Introduce a system for developing Professional Services business using a common language and method shared by a community of professionals.
- Prepare highly skilled service providers with the skills and approach to develop development.

### OUTCOMES

- Each participant is confident in their ability to launch, drive, and manage actions to generate leads, cultivate, and close new business.
- Energy and enthusiasm for spending time developing new business.
- A set of targeted new business opportunities identified and initial progress from having launched a campaign to develop business at those targets.
- A governance system in place to ensure continued business development success.

### APPROACH

#### Ahead of the session

Participants provide a professional biography and a summary of their experience to-date in the business of business development.

Background readings are assigned and each participant is asked to complete an on-line survey.

#### At the session

The program is conducted in a two or three-day offsite. Attendees should include both those skilled as business developers as well as novices. Both learn from each other and are more likely to be successful with a common vocabulary, method, and toolset forming the basis for mutual support.



Tools and methods that enable participants to think about and act on tried and true approaches to attracting and cultivating business interests of prospective clients are introduced.

The format is highly interactive and includes segments on:

- Mistakes made in selling
- The “Selling Paradigm” helps attendees determine how to identify leads from open source material, meeting planning, and formatting.
- Follow up clues
- How to prepare for a first call.
- Targeting
- Selling in a down market
- Presentation styles that work and those that don’t
- How to use humor (if you’re funny) in a pitch
- Selecting material for pitches
- Who should be there

among others.

Live role-playing exercises provide the opportunity for participants to learn how to overcome objections (such as: “it costs too much”, “not now, next quarter”, “why do I need a law firm”, etc.).

Creative billing strategies and formulas that make it easy for prospects to become customers are also covered.

Optionally, guest presenters are brought-in and a segment on overseas marketing and sales practices can be included.

### **Conclusion**

Participants are provided with an individual assignment to identify 10-25 people with whom there may be business development possibilities from amongst their friends, family, and other relationships who meet specific criteria.

Lists are submitted to the instructor who, within two weeks of the completion of the formal program, meets with each participant to review their list of suspects, action plans, and initial actions.



The instructor works with the participant to identify those on the list that merit follow-up in a business development sense. For example, if six on the list look promising, the instructor will work with the participant to develop an action plan to turn the suspects into leads for new business. It is a step-by-step process wherein the participant takes each step choreographed by s/he and the instructor.

The instructor and the individual meet regularly to assess what was done since last meeting, what happened, what was learned, and what is to be done next, if there is to be a next step. The process is tailored so that each participant follows her/his customized program which both provides a roadmap to their success and greatly reduces the trauma of business development.

### **Follow-on**

The instructor is available to provide ongoing mentoring and individual coaching in weekly or monthly meetings to both gauge progress and assist each participant to be successful in her/his business development and pipeline construction efforts. The individual practitioner is encouraged to view the instructor as her/his very own Yoda in the back room to both provide laser-like advice and a backstop which instills confidence. It works.

### **DELIVERABLES**

- List of initial suspects.
- Action plan to carry out with suspects.
- First actions and feedback on initial business development activities.

