

Learning Modules

Become the Go To Professional – Networking

Creating your elevator pitch

Making the most of networking events

Mastering Networking

Following up from a networking event

Questions to really engage your contact

Making the follow up call

Following up without feeling like a pest or a stalker

Time effective ways to network internally

Turning a social relationship into a business one

Warming up an old contact

Ways you can raise your personal and professional profile

Capturing and using contact details effectively

Making the most of professional groups and associations

Making the most of LinkedIn

BD Kick start – Winning New Business – Strategies and plans to win more high value work.

Managing your day to day contact relationships

Effective fee negotiation

Some thoughts on targeting new business

Ways to get in front of target clients

Ways to prioritise your business development actions

Tips for getting into the boardroom

20 ways to generate new work

Finding sensible reasons to call

What's your target client thinking?

What's your proposition?

Engaging profitably with intermediaries and work referrers

Putting together a practical business development campaign

Working effectively with partners on business development

Making the proactive call

Planning the week ahead – quick wins in BD

How to build influence and impress people

Demonstrating your commerciality

Gaining a potential client's commitment

Phoning to arrange a meeting

Managing the informal business development discussion

Making the right impression in a business development meeting

Asking questions that lead to new work

Writing effective emails

Pitching to win – win more work, more often.

Making the Go: No Go Decision

A scoping meeting

20 Proposal writing tips

The secrets of successful pitch presentations

Presentation essentials

Delivering the final messages in a pitch presentation

Writing winning pitch proposals

Some common mistakes pitch teams make

How professionals win work in competitive situations?

Conducting a post pitch review with the client

Developing Profitable Relationships – secure and grow client accounts.

How do you add value to your contacts

Developing client relationships

Key client management 'best practice'

What you should know about your client

Conducting a post project review with the client

Maintaining contact in between deals and pieces of work

Ways to make your contacts look good in their organisation

Client management tips

Managing the long-distance relationship

Managing meetings with existing clients

Writing effective meeting follow ups

Creating a cross-selling plan

Increasing the volume of cross-selling referrals you get

How to cross-sell a colleague's expertise to a client

Webinars – high quality, relevant instructor led training.

- 10 ways to generate more revenue from key clients
- 15 ways to get more out of your internal relationships (and win work)
- 30 ways to create time for BD in the current environment
- Added value services for key clients – what’s working and why?
- BD planning essentials
- Becoming more effective in your business development
- Becoming more successful in fee negotiations
- Building a strong professional relationship with clients and referrers in the current environment
- Building professional relationships
- Consultative Selling – What does it mean in professional services – how do you apply the approach with clients?
- Create a plan for a more comfortable 2023
- Creating and managing Board level discussions that lead to work
- Creating your Personal Business Development plan
- Cross-selling approaches that work in today’s client relationships
- Effective (and impressive) ways to keep in touch with clients and contacts
- Engaging with procurement professionals to deliver what they want in pitches
- Engaging with the C-Suite with executive presence and impact
- Fitting Business Development into busy schedules
- Five tried and tested bid techniques to help you win more work in 2023
- How to bring the wider value of your firm to your clients
- How to impress clients and contacts by becoming an even more commercial advisor
- How to make your personal BD even more effective
- How to stand out from other advisers
- How to win more work through end of assignment client conversations

How to 'professionally' encourage people to use you and your firm

Leading and motivating your team in a virtual environment

Making the most of your referral relationships

Mapping Key Relationships

Marketing planning techniques to source and convert profitable work

Mastering scoping conversations to win work in the current environment

Optimise – how to survive and thrive in professional life

Personal BD planning for a successful second half of 2022

Personal business development planning for the new working environment

Practical research to give you a winning edge

Practical tips for presenting a work-winning virtual pitch

Preparation tips for impactful 2021 BD discussions

Protecting and developing your key client relationships

Quick Business Development activities to do when you're busy

Raising your influence with colleagues – so they WANT to work with you

Raising your profile within your firm

Resuming face-to-face contact with clients and contacts

Resuming in-person networking – effective approaches in the current environment

Scoping techniques that win new work

The vital ingredients of a successful pitch document

Upping your win rate in pitch presentations

Five tried and tested bid techniques to help you win more work in 2023

Writing effective pitch documents in the current environment

How to create an effective cross-team Key Client Plan

Making a positive impact when presenting virtually

Strengthening contact relationships 'remotely'

How to be more resilient in your BD activities

Managing fee negotiations and defending your value

Influencing Senior Stakeholders

Managing difficult conversations

15 tips for preparing work-winning pitch documents

Becoming a trusted adviser to the Board

How to gain more new work referrals from clients and contacts

How to scope effectively and build consensus to win new work

How to create an effective cross-team Key Client Plan

Creating your Personal Business Development Plan

Dealing with common barriers to using you and your firm

Cross-selling approaches that work

Becoming a more commercial adviser

Presenting a work-winning pitch

Ways to be valuable to your clients and contacts

Ways to spot new work opportunities with your client

Techniques for effectively managing informal and formal BD discussions

How to generate profitable revenue from key clients

Quick-wins to get 2024 off to a strong start

Podcasts – bite sized podcasts that are perfect for time-poor professionals

Overcoming Fee Resistance

Six tips for Rainmakers

The power of body language

Using 'touch points' effectively to build relationships –

Phoning to get the meeting

Managing the business development discussion

Following up to build relationships

Developing great rapport 1

Developing great rapport 2

Tips for making business development easier

Sharpening your listening

What's your excuse for keeping in touch?

More work winning tips

Even more work winning tips

Some selling tips

Tips from the networkers

Ways to follow up effectively after an event

Turning a social relationship into a potential business one

Some thoughts on targeting new business

Ten things you can do internally to improve your business development

Business Scenarios – familiar business scenarios and how to manage them

(text-based)

Renewing contact with old contacts

My client's new general counsel doesn't like us...

Asking for more work without appearing greedy or pushy

We are on a panel, but there is no work coming our way...

We are pigeon-holed by the client...

Broken bones can mend stronger – your approach can turn a negative client situation into a better relationship, if handled with real care.

The client is being sold...

A deadly slow courtship... is it going anywhere?

Winning Business Digests – practical guides to help focus your Business Development

- 10 Common Potential Client Concerns And How To Overcome Them
- 10 Strategies To Safeguard You Client Relationships
- 11 Mistakes Firms Make In Developing CRM Programmes
- 11 Top Business Development Mistakes
- 5 Strategies To Develop Financially Informed Professionals Final
- 5 Things You Should Know About Your Client
- 5 Ways To Build Competitive Advantage Through Client Feedback
- 5 Ways To Play To Your Strengths
- 6 Essentials For Creating And Implementing A Personal Business Development Plan
- 6 Keys To Effective Delegation And Team Motivation
- 6 Must Dos To Maximise Results From Your BD Coaching Programme
- 6 Tips For Presenting An Effective Pitch
- 6 Ways To Boost Personal Impact Influence
- 6 Ways To Build Your Market Profile And Professional Reputation
- 6 Work-winning Strategies For Procurement-led Pitches
- 7 Essentials In Mastering Pitch Scoping Calls And Meetings
- 7 Foundations For Personal Business Development Success
- 7 Secrets Of A Powerful Online Presentation
- 7 Strategies For Managing And Developing Client Relationships
- 7 Strategies To Maximise Job Profitability
- 7 Ways To Become A More Effective Internal Adviser
- 7 Ways To Embed Key Client Management In Your Firm
- 7 Ways To Get The Most From LinkedIn
- 7 Ways To A Really Effective Board
- 7 Ways To Make The Most Of A Secondment Opportunity

7 Ways To Motivate Colleagues To Introduce You To Their Clients

7 Ways To Spot New Business Opportunities With Your Client

7 Ways To Succeed At Difficult Colleague Conversations

7 Ways To Turn A Social Relationship Into A Business One

8 Essentials For Working The Room Effectively At Networking Events

8 Essentials For Writing Work-winning Pitch Documents

8 Pitching Approaches That Work

8 Steps For Creating A High-performing Team

8 Steps To Becoming A More Commercial Adviser

8 Strategies For Effective Fee Negotiation

8 Tips For Leading Pitches

8 Ways To Become The Go-To Professional

8 Ways To Keep In Touch In Between Deals And Assignments

8 Ways To Lead From The Front In Professional Services

8 Ways To Make Social Media Support Your Business Development

8 Ways To Successfully Cross-sell A Colleagues Expertise

8 Ways To Turn Ideas Into Revenue

9 Must Dos For Effective Contact Relationship Building

9 Strategies For Managing The Long Distance Client Relationship

9 Ways To Engage Associates In Managing Client Relationships

9 Ways To Strengthen Your BD Resilience

Creating Time For Business Development In An Already Busy Schedule

Keeping In Touch In The Hybrid Business World

Videos – straight to the point best-practice BD videos

Networking

Getting colleagues to provide referrals

Time effective ways to network internally

Phoning to arrange a meeting

Winning New Business

Turning a social contact into a business one

Becoming a more commercial adviser

Get more from the articles you write

Five things you should know about your client

Ways to professionally keep in touch with contacts

Writing effective meeting follow ups

Managing the informal business discussion

Questions to ask potential work referrers

Setting your business development targets and creating your plan

Creating and implementing a practical client plan

Using questions to guide your Business Development discussion

Simple ways to improve your BD performance and success

Building target lists and engaging with target clients

Strategies to position you and others for work

Managing first meetings with a potential client

Six strategies to safeguard your client relationship

Pitching

Successful pitching key steps

Dealing with objections in business development conversations

Four fee negotiation essentials

Developing Profitable Relationships

Cross-selling effectively

Cross-selling tips: Five approaches to take

Managing the long distance relationship

Maintaining contact between deals and pieces of work

Ways to make your contact look good in their organisation

Conducting a post project review with your client