

Winning New Business Content Library

Learning Modules

Effective fee negotiation (Module)

Some thoughts on targeting new business (Module)

Ways to get in front of target clients (Module)

Ways to prioritise your business development actions (Module)

Tips for getting into the boardroom (Module)

20 ways to generate new work (Module)

Finding sensible reasons to call (Module)

What's your target client thinking? (Module)

What's your proposition? (Module)

Engaging profitably with intermediaries and work referrers (Module)

Putting together a practical business development campaign (Module)

Working effectively with partners on business development (Module)

Making the proactive call (Module)

Planning the week ahead – quick wins in BD (Module)

How to build influence and impress people (Module)

Demonstrating your commerciality (Module)

Gaining a potential client's commitment (Module)

Phoning to arrange a meeting (Module)

Managing the informal business development discussion (Module)

Making the right impression in a business development meeting (Module)

Asking questions that lead to new work (Module)

Writing effective emails (Module)

Webinars – high quality, relevant instructor led training.

- 15 ways to get more out of your internal relationships (and win work) – (Webinar)
- 30 ways to create time for BD in the current environment (Webinar)
- BD planning essentials (Webinar)
- Becoming more effective in your business development – (Webinar)
- Becoming more successful in fee negotiations – (Webinar)
- Building professional relationships (Webinar)
- Consultative Selling – What does it mean in professional services – how do you apply the approach with clients? (Webinar)
- Create a plan for a more comfortable 2023 (Webinar)
- Creating and managing Board level discussions that lead to work – (Webinar)
- Creating your Personal Business Development plan (Webinar)
- Engaging with procurement professionals to deliver what they want in pitches – (Webinar)
- Engaging with the C-Suite with executive presence and impact - (Webinar)
- Fitting Business Development into busy schedules (Webinar)
- Five tried and tested bid techniques to help you win more work in 2023 - (Webinar)
- How to impress clients and contacts by becoming an even more commercial advisor (Webinar)
- How to make your personal BD even more effective – (Webinar)
- How to stand out from other advisers (Webinar)
- How to ‘professionally’ encourage people to use you and your firm (Webinar)
- Leading and motivating your team in a virtual environment (Webinar)
- Making the most of your referral relationships (Webinar)
- Mapping Key Relationships – (Webinar)
- Marketing planning techniques to source and convert profitable work – (Webinar)
- Optimise – how to survive and thrive in professional life – (Webinar)
- Practical research to give you a winning edge (Webinar)
- Preparation tips for impactful 2021 BD discussions (Webinar)

Quick Business Development activities to do when you're busy – (Webinar)

Raising your profile within your firm (Webinar)

Resuming face-to-face contact with clients and contacts – (Webinar)

Scoping techniques that win new work – (Webinar)

Five tried and tested bid techniques to help you win more work in 2023 – (Webinar)

Strengthening contact relationships 'remotely' – (Webinar)

How to be more resilient in your BD activities – (Webinar)

Influencing Senior Stakeholders – (Webinar)

Becoming a trusted adviser to the Board – (Webinar)

How to scope effectively and build consensus to win new work – (Webinar)

Creating your Personal Business Development Plan – (Webinar)

Dealing with common barriers to using you and your firm – (Webinar)

Becoming a more commercial adviser – (Webinar)

Ways to be valuable to your clients and contacts – (Webinar)

Ways to spot new work opportunities with your client – (Webinar)

Techniques for effectively managing informal and formal BD discussions – (Webinar)

Quick-wins to get 2024 off to a strong start (Webinar)

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

Six tips for Rainmakers – (Podcast)

The power of body language – (Podcast)

Using 'touch points' effectively to build relationships – (Podcast)

Phoning to get the meeting – (Podcast)

Managing the business development discussion – (Podcast)

Following up to build relationships – (Podcast)

Developing great rapport 1 – (Podcast)

Developing great rapport 2 – (Podcast)

Tips for making business development easier – (Podcast)

Sharpening your listening – (Podcast)

What's your excuse for keeping in touch? – (Podcast)

More work winning tips – (Podcast)

Even more work winning tips – (Podcast)

Turning a social relationship into a potential business one – (Podcast)

Some thoughts on targeting new business – (Podcast)

Ten things you can do internally to improve your business development – (Podcast)

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

- 11 Mistakes Firms Make In Developing CRM Programmes (Winning Business Digest)
- 11 Top Business Development Mistakes (Winning Business Digest)
- 5 Strategies To Develop Financially Informed Professionals Final (Winning Business Digest)
- 5 Ways To Play To Your Strengths (Winning Business Digest)
- 6 Essentials For Creating And Implementing A Personal Business Development Plan (Winning Business Digest)
- 6 Keys To Effective Delegation And Team Motivation (Winning Business Digest)
- 6 Must Dos To Maximise Results From Your BD Coaching Programme (Winning Business Digest)
- 7 Foundations For Personal Business Development Success (Winning Business Digest)
- 7 Ways To A Really Effective Board (Winning Business Digest)
- 7 Ways To Make The Most Of A Secondment Opportunity (Winning Business Digest)
- 7 Ways To Motivate Colleagues To Introduce You To Their Clients (Winning Business Digest)
- 7 Ways To Turn A Social Relationship Into A Business One (Winning Business Digest)
- 8 Steps For Creating A High-performing Team (Winning Business Digest)
- 8 Steps To Becoming A More Commercial Adviser (Winning Business Digest)
- 8 Ways To Lead From The Front In Professional Services (Winning Business Digest)
- 8 Ways To Make Social Media Support Your Business Development (Winning Business Digest)
- 8 Ways To Turn Ideas Into Revenue (Winning Business Digest)
- 9 Ways To Strengthen Your BD Resilience (Winning Business Digest)
- Creating Time For Business Development In An Already Busy Schedule (Winning Business Digest)
- Keeping In Touch In The Hybrid Business World (Winning Business Digest)

Videos – straight to the point best-practice BD videos

- Turning a social contact into a business one (Tips video)
- Becoming a more commercial adviser (Tips video)
- Get more from the articles you write (Tips video)
- Five things you should know about your client (Tips video)
- Ways to professionally keep in touch with contacts (Tips video)
- Writing effective meeting follow ups (Tips video)
- Managing the informal business discussion (Tips video)
- Questions to ask potential work referrers (Tips video)
- Setting your business development targets and creating your plan (Tips video)
- Creating and implementing a practical client plan (Tips video)
- Using questions to guide your Business Development discussion (Tips video)
- Simple ways to improve your BD performance and success (Tips video)
- Building target lists and engaging with target clients (Tips video)
- Strategies to position you and others for work (Tips video)
- Managing first meetings with a potential client (Tips video)
- Six strategies to safeguard your client relationship (Tips video)

