

S**marter **s**ales **T**raini**ng

Business Development - Skills, Tools & Confidence Workshop

for Professional Services Firms

Duration: One Day

Workshop Objective

To help improve participants business development skills, tools and confidence, in order to win and retain more long term business that is underpinned by strong and stable business relationships.

Workshop Description

The course is designed as an interactive workshop where participants 'role play' to help focus their needs to improve consultative selling skills, gravitas and credibility, in order to develop more successful client facing experiences. During the workshop, *Smarter* provide the experience and insight needed to develop successful client facing experiences; by leveraging experience from working with some of the largest and best known companies in the world.

Course Content

1. Introductions
2. Relationship Management: Organisations need to maintain good relationships with their customers. Client facing individuals therefore, must spend more time managing relationships than other individuals. For large organisations, relationship management can be highly complex, as they need to keep track of a large number of customers and clients.
3. Business Development: There are salespeople all over the world who have all the earmarks of greatness, yet lack that 'magical' ability to do the one, most important thing - the thing that completes the sales process - "Closing". Business development is about developing opportunities through three distinct phases: Positioning . . . Persuasion . . . *and* . . . Closing.
4. Working with Procurement: Procurement is increasingly acknowledged by client organisations as an area of strategic opportunity to reduce costs, improve quality and mitigate risk. To best respond to this challenge, professional service firms need to understand Procurement's objectives, strategies, tools and techniques and, in particular, their approach to buying professional services.
5. The Role of the Lead Partner: The Lead Partner plays a key role in both creating the environment and driving the growth of revenues. The role is about being highly visible to the client, understanding client initiatives and issues, assisting with the development and qualification of new opportunities and driving international activities.
6. Summary & Close

Fees: £3,600 (plus VAT and agreed expenses) to include: preparation, delivery, feedback and, all workshop materials & handouts, for between two to eight participants.

Recommended Reading

"How to Become a Rainmaker: The Rules for Getting and Keeping Customers and Clients" *by Jeffrey J. Fox*

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