

The Business Development Practice...

...is a consulting firm run by experienced, senior business development and marketing professionals, who have operated extensively inside professional services firms.

The marketplace

We have never known more challenging times. Competition for clients and talent is intensifying rapidly, so firms and fee earners have no choice but to be distinctive and better at business development than their rivals. Firms need to strengthen their brand positions and be more client focused about what they offer. Directors and partners need new skills to enable them to present their firm, their teams, their specialisms and themselves more persuasively to their clients. These can be significant challenges for firms and individuals alike.

Meeting business development goals

The Business Development Practice helps clients to:

- Adjust to the challenges of the downturn
- Grow client relationships more effectively than their competitors
- Define and strengthen their brand position
- Introduce processes to support business development and client management
- Measure client satisfaction through client feedback and market intelligence
- Develop sales and marketing skills to win more work and reduce the cost of sales
- Measure business development returns to validate ongoing investment.
- Develop and bring new services to market

How we work

Clients ask us to work with them in a variety of ways.

Consulting – We work closely with senior management and in-house teams to design and implement a wide range of business development solutions, particularly during times of change.

Training – Through consultation with key HR, Training and Development specialists, we design and tailor appropriate workshops and courses with the right balance of practice and theory.

Coaching and mentoring – We help individuals increase their confidence, capabilities, and enthusiasm in dealing with all kinds of business development issues.

Contact us

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