

Winning Work...

...is the name of a training programme designed especially for professionals who seek to increase their effectiveness in growing new fee income. Winning Work combines fresh ideas with tested practices developed by a team of advisers and trainers with in-depth experience of professional services.

For many management teams aiming to implement more of a business development (or "sales") culture, it can be a challenge dealing with fee earners' lack of confidence and willingness to change. Making progress in this area means changing both perceptions of best practice, and the courage of professionals to implement 'alien' skills into their working lives.

What to expect

During training sessions, Winning Work has met fee earners' demanding expectations by dealing carefully with sales concepts in a way that is acceptable to a professional's style of thinking. Its designers have worked hard to capture best practices that have helped other ambitious firms. Yet, they have deliberately avoided jargon and the over-engineering of concepts and processes which can often inhibit buy-in.

Busy professionals seem to prefer shorter training sessions with greater impact. We also recognise that 'one size' does not fit all and in response, have created a number of sessions that can be grouped to suit both skill levels and timing. A lighter 'refresher' course is offered for experienced fee earners who wish to compare their skills to the most up to date practice.

Ideas that work

Converting ideas into fees - Techniques used to capitalise on technical and market developments from setting up technical think tanks and making rapid assessments of the best ideas, through to deciding the right routes to market.

Making client contact - How to approach new clients successfully without feeling intrusive.

Managing selling opportunities - Simple tools that help busy professionals and business development managers keep effective control over multiple opportunities and relationships, whilst at the same time ensuring all dimensions are explored to maximise fee income.

Compelling first meetings - Preparing for client meetings and ensuring that what you say about yourself, your firm and the client, differentiates you in the most positive way.

Issues need answers; answers make fees - How questions can be used to maximise what you learn about the client's business and their individual situation.

Creating client value - Expressing the less obvious ways in which your services will create value for the client in order to increase the client's buy-in, and ultimately increase profitability.

Sales strategy, tools and techniques - Various concepts, tools and proven approaches which support the efforts of fee earners in the selling environment.

Understanding professionals' diffidence

The Business Development Practice has senior consultants and trainers who have worked in three kinds of business development environment. Our team comprises:

- Former business developers who have first-hand experience of selling complex consultancy, accountancy, tax and legal solutions to a broad array of clients;
- Ex in-house BD training directors at leading firms who have between them designed in-house courses and taught over 1,000 fee earners in sales effectiveness training, and
- Former heads and a director of marketing for world-class firms.

We have gained experience on business development issues with over 20 professional services firms in the past year.

Contact us

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