

BD SKILLS SESSIONS FOR PROFESSIONAL SERVICES

BUSINESS DEVELOPMENT SKILLS SESSIONS

90 OR 120-MINUTE OPTIONS

**DESIGNED TO MEET THE NEEDS OF PROFESSIONAL SERVICES AND CONSULTANCY FIRMS.
TAKE ALL, SEVERAL, OR JUST ONE SESSION.**

“

Exactly how an interactive course should be run! Small groups put you at ease and help you work more closely with each other. The topics covered were exactly what I was needing and overall great starting points to get working on. I feel more confident already.

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THE BD SKILLS SESSIONS MENU

Choose from our Menu: Take a series or have a stand alone session.

BD Basics

- Understanding your value proposition
- Why engineers need to win work
- Building & developing business relationships for a successful career
- Impact of BD activities with clients

Networking 101

- Prep to undertake before-hand
- How to introduce yourself
- Joining & leaving conversations
- Questions to ask
- How to remember details

How to Have Purpose-led Client Meetings

- How to get meetings
- Positioning an agenda ahead of a meeting
- Creating a purpose to drive a better conversation

Understanding your Client/Prospect

- Understanding a client's industry
- Understanding a client's sector
- Understanding a client's personality and behaviours

How to Have Successful Client Conversations

- Positioning an agenda ahead of a meeting
- Creating a purpose to drive a better conversation
- Questions that generate client actions/next steps
- Post-meeting follow-up

Building Trust and Rapport in Client Meetings

- How to open a meeting
- Questions that build engagement
- Questions that generate client actions/next steps
- Practising questions and understanding their impact

Positioning to Win the Work

- Uncovering client needs
- Positioning for the work
- Needs, Solutions, Benefits
- Aligning to your client's buying process
- Pricing options

How to Close Deals and Follow up Effectively

- When to close / send a proposal
- Emails to close deals
- Post-meeting follow up
- How to follow up when the client has gone cold

LinkedIn & Personal Branding

- Understanding personal branding
- How to update your profile
- How to comment on firm and each other's posts
- What to post and how often

LinkedIn and Personal Branding using AI

- Why professionals need a Personal Brand and a presence on LinkedIn
- How to Optimise Your LinkedIn Profile for Better Visibility.
- Apply AI tools and best practices to improve LinkedIn profile
- Leverage AI and LinkedIn to create a Content Schedule/plan to create long-term engagement
- Develop AI-Driven Content Creation Skills
- create LinkedIn posts, articles, and thought leadership content using AI tools
- Train your AI Agent to develop your personal brand voice

Business Relationships for your career

- Understanding your value proposition
- Why professionals need to win work
- Building & developing business relationships for a successful career
- Client segments (understanding your contacts & networks)
- Creating a BD Habit - the 18-minute method
- Building accountability through internal buddies
- Impact of BD activities with clients

GROUPS FROM 6 TO 24 | FLEXIBLE SCHEDULING | PRICING BASED ON REQUIREMENTS

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