

# The Exceptional BD Coach

Becoming a different kind of BD Coach

- Loved by your internal clients + able to build amazing relationships with external clients that will give you more credibility and more fun in your job.



## Who should attend

This one day intensive, interactive and challenging course is aimed at business development people who want to be more client focused and feel they have more to offer in the way professional services firms engage with their clients on how to grow a relationship. It is for the proactive and driven business development person who wants to deliver more. If you would like to learn how to co-design services and pitch proposals with clients and facilitate value driven meetings between your fee earners and their clients then this course is for you.

## Overview

This 'exceptional BD coach' programme is based on work 'case studied' and taught at Harvard Business School because of its impact on client growth and its unique approach on mindset and brain function. It is a proven and refined methodology that accelerates growth.

It is practical and gives specific tools and techniques for immediately 'step changing' the way you design your own approaches to driving client/prospect meetings with your internal clients.

It is a foundation course for those wanting to become truly commercial and able to bring fee earners and clients together to create compelling sales propositions in a way that is very rare in the professional services market. It can transform your role and the value you bring to every client related project...and we know it works.

## Focus

- Action planning for success. Setting out a clear path to establishing yourself as a trusted BD coach with client facing credibility.
- How to connect with your internal client.
- How to get cold targets to meet with your firm.
- Coaching tools to transform how you would approach:
  - A prospecting meeting.
  - A key client planning session
  - Scoping a major pitch.
- How do you really help your internal clients build an understanding of their clients business?
- How do you help coach them through a process that will see them explore with their clients how that business makes money
- How do you help coach them through a process where their advice is seen as making the biggest contribution to the creation, or protection of, value.
- Understanding the latest research into brain function and selling.

## Learning Approach

Key to this programme is a focus on developing practical skills that will show you how to transform the way you work alongside key fee earners. You will develop an action plan that brings the client into the equation and learn new ways to co-design solutions that deliver growth. The processes taught have been proven to deliver results and are taught by those who truly understand the mindset of fee earners. Not only have they taught these tools at Harvard and Cranfield Business Schools, they have implemented them with firms around the world.

*“Obtain the coaching tools you need to succeed”*

## Programme Agenda

- Taking the fear out of selling professional services: Understanding mindset and how to help others see how their choice of mindset affects building a practice. Tools and resources for doing this as a BD coach.
- The impact on professionals when they have to lead relationships/pitches and helping them avoid the common traps.
- Collaborative service design: what is it and how can you make it work for you, your firm and your career?
- The tools of the trade: How to build a picture of a client or prospect and then get meetings with clients you simply thought would never be possible.
- Think, feel, say & do: putting the mindset into practice on both an internal and an external client: shifting your own perspective
- Making a big bold move to do something about being a different type of BD Coach
- Action planning for immediate success.

## Benefits

- Delivered by those who know how fee earners think.
- Academic rigour and proof that it can have a direct impact on revenue and profit performance.
- Obtain the tools of commerciality to gain a reputation.
- Enables tangible client engagement and is proven to deliver client loyalty, revenue and profits.
- Obtain tools to analyse the wider macro-environment of your client and the specific impact this has on their business, providing you with improved and validated understanding of your client's business to drive a very different conversation.
- Map your client's competitors and markets and create a competitive advantage for your client, thereby differentiating your firm.
- Obtain higher retention levels of talent.
- Create client-focused behaviours and competencies within your firm.

## The programme directors:

### Richard Oakes

Richard has held senior level leadership roles in some of the world's most progressive professional services and retail businesses. He has delivered change projects and has a proven track record in re-connecting strategy, leadership behaviours and bottom line results. He has worked with clients in major financial institutions, FTSE 100 and Fortune top 50 organisations. His work has been part of a Harvard Business school case study. Richard is a leading thinker on change in the professional services market and has lectured in the US, Asia, Europe and Australia on the subject

### Dr Jim Hever

Jim is a development specialist working at organisational, team and individual levels. He currently coaches Executive Leadership Teams to maximise effectiveness in delivering strategy. He has designed project-based, leadership development programs for FTSE 100 clients as integral components of talent development and succession planning. His practice is informed by rigorous academic research including a Ph.D on strategic leadership development and three masters in Adult Development, Organisational Change and Analytical Psychotherapy. He was invited to teach on the MBA program at Harvard on the case study on his work with Richard Oakes and was an external examiner for Cranfield School of Management. He has worked in Australia, Asia, UAE, US, Ireland and UK

*“Establish more credibility with your internal clients and get more out of your role”*