



Business Development In-house Training

The problem

Some firms take a sink or swim approach to business development, which can be counterproductive, causing stress as well as reputational risks. This leads to talented professionals leaving their firm resulting in additional recruitment costs, impacting workloads and client service.

How do we help?

We tailor in-house business development training to ensure fee earners are properly trained. We work with you to design your in-house business development programmes to emulate your brand values to meet the needs of your firm and to achieve your business development goals.



Four years of effective in-house training for our Partners and Senior Associates supporting unprecedented growth.

Law Firm

Hewlett Rand

DEVELOPING PEOPLE FOR LASTING CHANGE

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Business Development In-house Training



What's included

Your tailored in-house business development training programme will include key principles, tools and skills to achieve greater success in the following areas:

- Planning to exceed fee income targets
- Managing the business development pipeline
- Impressing clients
- Building effective client rapport
- Establishing client needs
- Presenting compelling solutions and proposals
- Handling resistance
- Winning the business
- Effective relationship management

Benefits

- We train your teams to 'fast-track' business development performance and results
- We embed a consistent business development framework that pro-actively generates a sustainable pipeline of business
- We improve business development skills, strategies and techniques to convert more new clients and increase the value from existing clients
- We ensure training dovetails with your strategy, brand and marketing materials so that fee earners present a consistent image to enhance your brand
- We help your fee earners develop strategic approaches to win 'dream clients'

We offer a no obligation meeting to walk you through the design and delivery of your in-house programme. So, if we can help, we'd love to hear from you.

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