

# **Business Development Skills** for Professional Services



**Prosell**

When performance matters

# The challenge for Professional Services

The world of Professional Services is changing. No longer is technical expertise enough. Traditional core services are now viewed as a commodity. To compete and to grow, Professional Services teams today need a new set of skills to support their specialist knowledge.

## Struggling to grow your business?

Whilst many professional bodies' training does touch upon marketing and sales, little or no time is devoted to practising and fine-tuning these skills. All too frequently, business development is left to the individual who has a natural flair for spotting business opportunities and relationship building, rather than having a systematic approach across the firm, where everybody is trained to grow the business.

### Business Development Are your teams trained?

Sustaining sales growth over an extended period requires good management. Are your managers trained in helping and coaching their teams?

- Current client profiling and planning
- Future client targeting and appropriate entry strategies
- Generating client conversations and meetings
- Opening conversations and presenting your value proposition
- Consulting and challenging to identify opportunities and build the need for your services
- Effective questioning, listening, relationship building and influencing skills
- Presenting compelling solutions
- Handling objections and gaining commitment
- Negotiating mutually beneficial conclusions

### Sustained Growth Are your future managers prepared?

Embedding an effective business development strategy throughout the business requires good leadership. For growth and effective succession plans, your managers need to feel confident to:

- Identify areas of strength and areas for improvement
- Explain what is expected from each member of the team
- Engage their professional teams in business development activity
- Coach and lead their teams by example
- Motivate technical experts to be proactive and generate business opportunities.

# Experts in business development skills training

Prosell is an international training and development organisation, with nearly 30 years of experience in helping blue chip companies around the world improve their business development performance.

Our courses use a blend of techniques from e-learning, classroom training, practice and workplace coaching, to help your teams get the maximum impact with the minimum disruption to their normal working routine.

We want to ensure that learning and behaviour change is genuinely embedded within the organisation generating long term benefits for the both organisation and the individual employee.

## Support for your business growth plans

We can help you with:

- Business development planning
- Succession planning
- Preparing your teams for growth
- Business development skills
- Leading culture change
- Effective communication
- Performance coaching
- Motivating your teams



*“ We are very pleased to be deliver coaching and training support to Professional Services firms. With over thirty years of experience in helping blue-chip organisations around the world, we are in a good position to assist these firms achieve their ambitious growth plans.”*

Simon Morden CEO, Prosell Learning Limited

To find out how Prosell could help your teams improve their business development skills, please call 020 8755 5380 or email [info@prosell.com](mailto:info@prosell.com)



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