

CharterGroup Development Programme

Business Development Programme

Generally, with soft skills training, it's not always easy to identify the return achieved on the investment made. That's not the case with Business Development Programmes – gaining just one additional client as a consequence of a skill learnt or refreshed can deliver immediate pay back for your firm. Over time, increasing the flow of new clients can deliver immense value to the firm

So whether newly qualified, a manager, or a partner enhancing and honing your business development skills is crucial. Refining your ability to attract high-quality clients is essential not only for your personal skill set but also for the sustainable growth of your firm.

The Business Development Programme consists of three one day face to face courses and is aimed primarily at managers and partners from across the firm, although people below manager level would undoubtedly also benefit.

All CharterGroup development programmes are eligible for CPD.

Business Development Programme

Summary of learning outcomes for each module

Winning new business for your firm

- Understand what drives BD success achieving the objective of winning new business including understanding the buyers' motivation and mindset.
- Understand what relationships to focus on for maximum impact
- Navigate the key stages of the sales pipeline:
- Run successful sales meetings
- Craft compelling proposals and communicate value
- Overcoming objections

Developing your personal profile

- Understand the key theoretical principles that underlie personal branding
- Analyse the characteristics that make up a successful personal professional brand
- Identify and assess your skills, personal qualities and unique talents and how they match with the needs of the 'target' audience
- Understand the importance of internal branding and alignment
- Recognise how to convert strengths into marketable assets
- Learn how to build a brand communications plan
- Understand how to use your personal brand face to face and online including having a complete and optimised LinkedIn profile
- Understand how to monitor and measure your personal brand

Becoming an effective networker

- Learn how to develop a networking mindset
- Understand how to network in the hybrid working environment
- Understand the background preparation needed for effective networking
- Learn how to confidently enter a room full of strangers
- Understand how to create that powerful 'first impression'
- Evaluate key communication skills – listening and body language
- Learn how to apply face to face protocols to the online environment
- Appreciate the importance of following up and relationship building

Key Features of the Programme

- The non-technical nature of the modules mean they are suitable for people irrespective of their functional responsibility.
- The programme can be followed as a whole from start to finish as part of an integrated development plan or separate modules can be undertaken.
- All sessions will result in the development of an action plan.

Costs

Programme

Business Development Programme

Three one day non-residential programme £550 per day to be arranged one session per month and taken over a 3-4 month time period.

Alternatively, each course can be delivered in house at your firm's premises at a cost of £3,125 – this option avoids the time and cost expended with travel and allows the training to be more specifically tailored to your firm.

Next available dates: **Thursday 26th September, Wednesday 23rd October & Thursday 21st November 2024**

Course Leader

Des Greene



Des has over 20 years of experience leading business development and marketing at accountancy firms. Most recently, he headed up the Marketing and BD department at £100m t/o Saffery, holding this role for nine years. He was a member of the global Nexia accounting network Marketing and BD Committee for seven years, facilitating the growth of the network's turnover from \$2.9bn in 2014 to \$4.5bn in 2020.

His focus at The BD Consultancy is helping accountancy clients to be more successful; driving forward marketing and business development that is aligned with their business plan objectives. This includes BD training, coaching, project management and interim BD Director assignments. His main focus is delivering BD training for accountancy firms including Haysmacintyre, Mazars and Hazlewoods

Des is a Director of The Managing Partners' Forum which supports the growth, productivity and prosperity of professional services firms across the world through bringing together sector leaders to share ideas on strategic leadership and management excellence and acting as their independent voice to policymakers. He is also a Fellow of the Chartered Institute of Marketing.

To register your interest, or for any further information, please contact nikki.white@chartergroup.co.uk