



## **BD SKILLS SESSIONS**

# **FLEXIBLE SHORT SKILLS SESSIONS**

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60 OR 90-MINUTE OPTIONS  
DESIGNED TO FIT IN WITH THE NEEDS OF  
PROFESSIONAL SERVICES FIRMS.  
TAKE ALL, SEVERAL, OR JUST ONE SESSION.

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# THE BD SKILLS SESSIONS MENU

## CHOOSE FROM:

### BD for Professional Services

- Understanding your value proposition
- Why fee-earners 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 get a purpose-led client meeting

- 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 personality and behaviours

### LinkedIn & Personal Branding

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

### 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

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GROUPS FROM 6 TO 15

FLEXIBLE SCHEDULING

PRICING BASED ON REQUIREMENTS



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[Book a video call by clicking here](#)

