

# **BD SKILLS SESSIONS FOR PROFESSIONALS**

## **FLEXIBLE SHORT BUSINESS DEVELOPMENT SKILLS SESSIONS**

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**90 OR 120-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 OUR: SERIES

OR

## STAND ALONE SESSIONS

### BD for Professional Services

- Understanding your value proposition
- Why you 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 Have Purpose-led Client Meetings

- 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



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### LinkedIn & Personal Branding for Professional Services

- Understanding personal branding
- 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

### BD 101 for Professional Services

- Client segments (understanding your contacts & networks)
- Positioning an agenda ahead of a meeting
- Questions that generate client actions and next steps
- Post-meeting follow up
- How to reconnect with clients when they have gone cold.

### Networking Training for Professionals

- Essential preparation
- Introducing yourself with impact
- Joining & leaving conversations
- Questions to build engagement
- How to remember details
- Securing the next meeting
- Tips for online conferences/networking events

### How to Have Successful Client Conversations

- Positioning an agenda ahead of a meeting
- Creating a purpose to drive a better conversation
- Questions that generate client actions/next steps
- Post-meeting follow up

### Personal Branding and Content Creation with ChatGPT

- Firm brand vs. personal brand
- Uncovering your personal brand
- Where to communicate
- How to optimise/build your LinkedIn profile
- How to use ChatGPT to create content & LinkedIn posts
- LinkedIn: what to post, where to start conversations, and how often.

GROUPS FROM 6 TO 18 | FLEXIBLE SCHEDULING | PRICING BASED ON REQUIREMENTS

