



## DOER-SELLER BUSINESS DEVELOPMENT TRAINING

### PARTICIPANT FEEDBACK

*"Jen is very passionate about coaching and mentoring new business developers. Over this series, the participants were engaged and motivated during each session. Jen delivered the programming in a way that wasn't intimidating and provided for a fun atmosphere. They received actual tips, homework assignments, and participated in an incentive contest that encouraged them to put their skills to use right away. In the BD LIVE session, our clients were also impressed that we invested time and resources in developing our team members."* -Lindsay Diven, CPSM, Principal, BRPH

*"It all clicked for me the very last day when we gave a presentation. When you get up there and actually do it and you hear yourself speak the words, it all makes sense. The client capture plan really stood out. I learned there are so many other ways and steps to develop a client. By doing it once a month, we have gotten into a routine, separating ourselves from our competition."* -Ryan Costanzo, PE, Project Manager, TTL

**Our Doer-Seller Business Development Training Program guides participants through all the stages of business development. Program sessions are designed to include hands-on workshops along with practical assignments, allowing participants to work simultaneously toward their goal of securing a new client or enhancing an existing one.**

Participants develop a personal business development plan, develop the client relationship, create a capture plan, identify an opportunity, position the firm, develop the proposal strategy, write the compelling cover letter, develop the interview, and secure the work. We work with you to customize the program to meet your needs.

**Read descriptions of all our sessions on the next page.**



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## **BUSINESS DEVELOPMENT MEETING KICKOFF.**

As part of the program, we can help you implement and conduct a monthly one-hour business development meeting. While facilitating, we can train your marketing lead or appointed staff to lead this meeting in the future. We include an agenda, opportunity spreadsheet and more. Ignite can continue to facilitate this meeting as the introduction to each monthly session for continued help in training. (1.5 PDHs)

## **FROM TURNOVERS TO TOUCHDOWNS – SCORE MORE WORK THROUGH A STRATEGIC BUSINESS DEVELOPMENT APPROACH.**

No longer will you need to employ a “Hail Mary” approach to business development or wait until the two-minute warning to develop a business development strategy. When you are able to execute a solid offensive game plan, you can consistently make it past the red zone and over the goal line. This session will go through the implemented strategic business development approach driven by a priority-based client management system. We will guide you through the development of your strategic business development playbook and help you increase wins by placing more focus on specific targets, enabling you to convert more leads into projects! (1.5 PDH)

## **BASICS OF BUSINESS DEVELOPMENT & MAXIMIZING CLIENT RELATIONSHIPS FROM BEHIND THE DESK.**

Clients want to work with people they know, like and trust. The best business development professionals are well connected, understand how to position themselves and their firm, can disseminate their unique value proposition, and, most importantly, can navigate client and partner relationships to build the trust essential to winning work. Business development is the responsibility of everyone in the firm, but how can you be a business developer when you are 100% billable? How can you be a business developer when you are managing projects from behind the desk? This presentation will cover a wide range of simple ideas and great techniques that will create micro-habits for maximizing relationships, all from behind your desk. (1.5 PDHs)

## **DEVELOPING YOUR PERSONAL BUSINESS DEVELOPMENT PLAN.**

Strategic planning is a vital part of your professional development and not just for your firm. This session will take participants through developing their own personal business development plan that will define their goals and how they will

achieve them. We constantly plan and think, but very often we miss important details and don’t create a realistic strategy to realize that plan. That’s why many “plans” stay just in our dreams. A personal business development plan consists of defining your goals and what it will take to reach those goals. (2 PDHs)

**MARKET RESEARCH 101.** Market research is a vital component to understanding the markets in which the firm works and the challenges faced by owners/clients that drive their decisions. This session explores potential information sources available, including primary and secondary research, and how to use this information. (1 PDHs)

**CLIENT CAPTURE PLAN WORKSHOP.** By taking a strategic, focused approach to pre-positioning with your top priority clients and prospects, you will give your firm the competitive advantage to win more work. This interactive session will take you through the capture planning process and provide examples of strategies that have worked to increase effectiveness in establishing long-term client relationships that win continued work. This session will go through an actual Client Capture Plan determined by leadership. (3 PDHs)

**RELATIONSHIP DEVELOPMENT 101.** This session will go through the various tactics that can be utilized to enhance client and influencer relationships. We will also launch the Relationship Development Challenge that is integral to teaching various methods of relationship development while ensuring positive accountability and fostering teamwork and cross-selling. (1 PDHs)

## **DEVELOPING YOUR WHY TO DEVELOP YOUR PERSONAL BRAND.**

A personal brand gives you the ability to stand out in a sea of similar professionals. Your brand is your reputation – what you’re known for and how people experience you. A positive personal brand encompasses the key traits that embody who you are, highlighting your best qualities such as problem solver, connector, or whatever matters most to you that you are capable of sustaining. Clearly delivering your brand will create a memorable experience, either positive or negative. This session will help participants develop their personal brand statement, articulate it and utilize it for resumes, social media and introductions. (2 PDHs)

**POWER POSITIONING.** Power positioning is presenting yourself to the right person, at the right time and place, in the right way, with the right message. It’s a continuous process of discovering new ways to take charge of the way your clients and prospects see you. The better you plan your positioning strategy, the more successful your efforts will be. This session will discuss various methods of positioning from social media, presenting, publishing and more. (1.5 PDHs)

## **COMMUNICATIONS 101: FROM THE BASICS TO CREATING CONVERSATIONS THAT COUNT.**

Communication is critical to the success of any professional, and it influences all factors of your life. From daily interactions with strangers on the street to the way you present yourself in front of clients, the way you communicate reflects who you are and the way you establish relationships with those around you. By understanding the way you communicate and increasing your knowledge of effective communications methods, you can increase your probability for success with others. This session will give participants an understanding of communications styles and the skills to communicate with people who communicate differently than them. (1.5 PDHs)

**SUCCESSFUL CONFERENCE STRATEGY.** Return on Investment (ROI) can be difficult to assess when developing your conference strategy. However, ROO (Return on Objective) is easy when you are strategic in your conference pursuits. Strategic conference selection along with a pre-planned strategy, implementation and follow up are the crucial keys to successful ROO of any conference. Through best practices and specific examples, attendees will learn how they can make the most out of any conference. (1.25 PDH)

**INTENTIONAL NETWORKING.** Networking is an essential component of business development, as it is often the starting point for building relationships. Building LASTING relationships, however, involves more than simply meeting someone at an event and sending a few follow-up emails. A crucial part of developing lasting relationships with clients and partners involves real conversations that take us out of the realm of “business talk” and into making personal connections. After all, we do business with people we know, like, and trust. Networking events offer the perfect opportunity to do just that, but to be successful, it takes intention. This hands-on workshop will help you maximize your

networking efforts through preparation, execution, and follow-up to equip you with specific methods for making authentic personal connections that further your relationships. (1.75 PDHs)

## **BD LIVE: HOW TO ROCK THE CLIENT MEETING.**

Observe business development unfold before your eyes while your facilitator conducts mock interviews with a target client, LIVE in multiple scenarios including. Afterward, attendees will conduct mock interviews in teams. Ideally, this is the client whose capture plan was created in the capture planning session. If not possible, a capture plan for this client will be created and distributed. (2.5 PDHs)

**PERSUASIVE, POWERFUL PURSUIT STRATEGY.** Every proposal for a “must-win” project should begin with a cover letter. You can’t judge a book by its cover, but you can judge a proposal by its cover letter. The cover letter should balance efficient delivery of key information with a persuasive, well-substantiated pitch, demonstrating a clear understanding of the client’s needs. However, prior to writing the cover letter, you must lay out your strategy – conducting your research, identifying your differentiators and defining your win theme. In this session, participants will learn how to develop proposal strategy along with creating a killer cover letter. They will receive an RFP based on the BD Live client they previously heard from, along with additional client intel and a client capture plan. They will work in teams to create a strategy and cover letter for this real client and read the letter aloud in a competition between teams. This session will cover the importance of strategy when chasing work and, more importantly, what it takes to be successful to win, including needed relationships, information, research, and more. (2.5 PDHs)

## **CREATING A CHAMPIONSHIP INTERVIEW TEAM.**

Presentations are more than just the skill of the presenter or a PowerPoint. Successful presentations go through a process. This session will take participants through the development of client-specific content through strategy, storyboarding and choreography based on the RFP from the BD LIVE and Proposal Strategy Sessions. Attendees will also be equipped with basic techniques to help them improve upon their speaking followed by individual practice to help improve their confidence. Teams will then compete in a competition of mock presentations with a mock panel including Q&A.



## Hear More from Our Participants

*"I appreciated Jennifer's style and all her helpful information. The activities and role playing were great pragmatic lessons that will stick with me for the rest of my career. I have noticed that through the real-life implementation of these pointers, my clients have responded favorably and have complimented BRPH and me, personally, about how delightful it is to work with us."* -**Logan Grober, AIA, NCARB, LEED AP BD+C, Architect, BRPH**

**Additional testimonials and takeaways available at [www.doerseller.com](http://www.doerseller.com).**



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