An introduction to The Results Consultancy

Experienced business development skills trainers with a track record of working with leading professional services firms

We are a proven BD and sales training provider for leading professional services firms in the UK and beyond

The Results Consultancy helps professionals in to win and retain high-value clients.

Bringing together the skills of experienced professional services business developers and work-winners with training, coaching and facilitation expertise, our core business lies in the provision of lively, interactive professional development training programmes for professional services organisations around the world.

Leading accountancy firms we have worked with include BDO, PwC, KPMG, RSM, Grant Thornton, Menzies and Saffery Champness – all at partner or other senior grade.

Law firms with whom we have run partner or director-level Business Development (BD) training include A&O Shearman, Clifford Chance, DLA Piper, Linklaters, Baker & McKenzie, Latham & Watkins and White & Case.

We also support the senior learning and development programmes of firms from other spheres of professional services. For example, JLL, Colliers International, Newmark (formerly Gerald Eve), Ocorian and Quilter.

We therefore understand the challenges firms face to create new sales revenue opportunities and have the experience to help deliver and embed lasting change. We have included in an appendix, a series of insights that from our experience need to be addressed successfully to ensure that your senior-level sales skills initiative is impactful.

Experienced in delivering successful training on a broad range of BD topics

Our clients regularly turn to us for training programmes which bring a meaningful, practical, challenging and, above all, relevant experience for their delegates.

We have found that our interactive and action-focused style of workshops hit the spot with time-poor individuals. This is because our sessions are designed to stretch the delegates' thinking and skills in simulated 'real life' business situations.

Our approach is to blend a mixture of input, practical exercises and tips. Facilitators explain any models as well as provide insights into latest best practice and research.

We can also offer 'nearly clients' and experienced professional role players to help elevate the experience of participants.

Our goal is for our sessions to be pacey, practical and participative. To demonstrate the breadth of the topics we can help clients with, in the appendix you will find a list of the BD topics that we frequently work with clients on, either as part of programmes or standalone sessions.

We also have considerable experience of running structured programmes for more junior fee-earners at key career milestones.

Our team is made up of BD, training and facilitation experts with wide experience in delivering BD training to leading professional services firms

The Results Consultancy team comprises well-known networking, BD, client relationship management, personal brand/impact and negotiation skills specialists. They are also highly experienced trainers and skills coaches and have worked with national and international professional services organisations.

All of our team understand first-hand the challenges and opportunities being addressed by firms and we regularly publish articles, research and digests on the latest business development thinking and work-winning approaches.

We offer a range of learning and development channels to accommodate different professional development goals, available time and learning style.

These include:

- Modular training programmes – taking place over several months, these enable delegates to apply their learning in between sessions and develop their skills in a sequential way. The programmes often include one-to-one coaching sessions.
- One-off workshops (in-person and online)
- Webinars
- Training content and presentations as part of a conference or team away day
- Coaching – for small groups or individuals
- E-learning modules, videos, podcasts, tools and guides through our Business Development Academy
- Away day facilitation

... to name but a few.

John Timperley Managing Director

John – is an award-winning business development consultant, and a well-known speaker, trainer and author. He works extensively in the international professional services, business to business and financial services sectors, and has more than 30 years' experience in advising clients at business owner, board and senior management level around the world.

Previously he was a Business Development Director with PwC in the UK for several years.

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James Stringer Associate Director

James – has pent 30 years in business development and client relationship management roles. The last 16 years have been in senior roles within professional services firms including Allen & Overy (A&O), Deloitte, CMS and Fladgate.

James is a dynamic and engaging trainer, facilitator and coach with the EMCC Senior Practitioner accreditation. He brings on-the-ground experience working with practice leaders, relationship partners and prospective partners on business development, marketing and presentations. As a former head of bids, he also trains and coaches for high-value tenders and negotiations using market-leading techniques to maximise success.

Nicola McGuire Associate Director

Nicola – is a ICF accredited executive coach and highly experienced trainer. She helps senior professionals and their teams strengthen their client relationship skills for winning work and generating profitable growth. In doing so, Nicola draws on her significant experience of working at a senior level within an international law firm.

Nicola regularly trains and coaches clients aspiring for promotion, transitioning themselves into a new role or experiencing change professionally. Clients praise her ability to create an environment to think, problem solve and explore new approaches.

Andrew Warren Associate Director

Andrew – is a dynamic and innovative training programme leader who has developed a global reputation for being an informative speaker and facilitator.

He has worked with many leading international professional services firms on programmes designed to help them build better client relationships, develop key accounts and perform more effectively in meetings, pitches and presentations. Andrew also has deep experience of one to one and small group coaching sessions at partner and senior professional level.

Rachael Younger Associate Director

Rachael – is a dynamic and engaging trainer/facilitator, as well as an EMCC Senior Practitioner coach and mentor. She helps clients build sustainable, profitable practices.

As a former global law firm CMO and BD Director with over 25 years' professional services experience, Rachael has valuable knowledge to support those aspiring for promotion, looking to improve their revenue generation and gain clarity of how to initiate and win work. Rachael also helps develop client relationship skills, impact and confidence.

Matt Robinson Associate Director

Matt – is a highly experienced international trainer and coach specialising in personal impact, influence and gravitas.

Drawing on decades of experience as a vocal coach and actor, he delivers positive and supportive experiential learning experiences where individuals feel valued, constructively challenged and empowered to refine their approach. Matt specialises in the Legal, Banking, Accountancy, Insurance, Pharmaceutical, Property and Telecomms sectors.

Samantha Roberts Associate Director

Samantha – is an experienced facilitator, bringing energy and passion to her delivery. As an experienced client development professional, she brings a wealth of expertise in helping businesses become more client-centric.

Samantha spent 11 years with Deloitte and was ultimately UK Client Development Director where she enabled their partners and teams to develop stronger, more sustainable long-term profitable client relationships and be more effective client relationship leaders. She also held senior roles at BDO, Pelling and Kingston Smith.

Feedback from our clients

"My Results Consultancy Coach gave a useful and practical insight into business development for professional services. More importantly, they tailored the content and guidance of their coaching to our specific sector, leaving us with tools and actions to help move our marketing forward."

Senior Partner, Accountancy Firm

Our partner and other senior grade sales training experience

ALLEN & OVERY	A&L Goodbody	Colliers
BDO	Bevan Brittan	CMS law·tax·future
CLIFFORD CHANCE	DENTONS	fieldfisher
GOWLING WLG	JLL	KPMG
LATHAM & WATKINS LLP	Linklaters	MENZIES BRIGHTER THINKING
NEWMARK	NORTON ROSE FULBRIGHT	OCORIAN
Pinsent Masons	RPC	Russell Cooke
SQUIRE PATTON BOGGS	Vinson&Elkins	withers LLP

Awards

Clifford Chance – Winning the Work We Want
Best Partner Business Development Programme LETG

Withers – Gaining Contact's Commitment
Best Partner Business Development Training programme

Pinsent Masons – Winning High Value Pitches
FT Innovative Lawyers

Feedback from our clients (and from their participants)

"I thought that the Results Consultancy were fantastic, and the quality of the workshops was very high."

"The workshops were very well pitched with an emphasis on why these topics are important and practical tips for improvement.."

Appendix

A broad range of BD and sales topics

Our Winning Business Digests are shared widely amongst professional services firms internationally, whose professionals value the concise and immediately applicable guidance they give.

They take a common business development and client relationship management topic and provide practical tips and ideas.

We have included this list to demonstrate the breadth of our relevant and practical training content and also to act as a prompt for you when considering the curriculum for a programme.

Business Development

6 Essentials for creating and implementing a personal BD plan

6 Must-dos to maximise results from your BD coaching programme

7 Foundations for personal business development success

7 Ways to a really effective board

8 Ways to make social media support your business development

10 Common potential client concerns and how to avoid them

11 Top business development mistakes

Creating time for business development in an already busy schedule

Keeping in touch in the hybrid business world

Financial management

8 Strategies for effective fee negotiation

Pitching

6 Ways for presenting an effective pitch

6 Work-winning strategies for procurement-led pitches

7 Essentials in mastering pitch scoping calls and meetings

7 Secrets of a powerful online presentation

7 Ways to make a positive impact when presenting virtually

8 Essentials for writing work-winning pitch documents

8 Pitching approaches that win work

8 Tips for leading pitches

Client management

5 Things you should know about your client

5 Ways to build competitive advantage through client feedback

7 Strategies for managing and developing client relationships

7 Ways to embed key client management

7 Ways to make the most of a secondment opportunity

7 Ways to motivate colleagues to introduce you to their clients

7 Ways to spot new business opportunities with your client

8 Ways to stay in touch in between deals and assignments

8 Ways to successfully cross-sell a colleague's expertise

8 Ways to turn ideas into revenue

9 Strategies for managing the long-distance relationship

10 Strategies to safeguard your client relationships

11 Mistakes firms make in developing CRM

Self-management and commerciality

5 Ways to play to your strengths

6 Ways to boost personal impact and influence

6 Ways to build your market profile and professional reputation

8 Steps to becoming a more 'commercial' adviser

8 Ways to become the Go-To Professional

9 Ways to strengthen your BD resilience

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High-level factors required to deliver a successful sales and client-growth initiative

From our experience, the following seven factors are crucial if a successful sales or client-growth initiative is to be embedded successfully.

Strategy

Session

- Our strong recommendation is to avoid 'boiling the ocean'. You can avoid this risk by focusing on a pilot group of motivated partners.
- This increases the chances of initial successes and as a result draws other the partners to be a part of it – especially when rewarded for their efforts.

Senior stakeholder ownership

Session

- The programme needs very senior sponsorship eg a priority for the firm's senior leadership – otherwise partners won't prioritise the activities that are required to progress the initiative.
- Senior stakeholder involvement must be visible at its inception and regular and ongoing throughout the initiative. Visibility can take the form of presence at key town halls, partner meetings, offsites and via other internal communications.

Sales processes

Session

- A hands on 'Revenue Accelerator' side-by-side programme can help keep processes light touch and practical without excessive bureaucracy. We regularly take this 'active-learning' approach to our partner-level programmes.
- A regular review process is needed to ensure partners have their feet held to the fire.
- This approach needs enough data/insight to be meaningful and benefits from senior stakeholders having oversight of partner efforts to provide 'a hard stare' if needed!

Culture, partner objectives and reward

Session

- It is critical to develop sales and BD-focused partner metrics and for these flow through to the objectives for each partner. It is essential that these are mandatory discussion points at review conversations.
- This focus must flow through to partner reward and how partner contribution is recognised eg client development activities are celebrated and rewarded as much as revenue/profitability.

BD support

Session

- Support is needed at various levels, from helping partners prepare effectively (eg through research), input on likely targets using CRM data, support to maximise opportunities (eg through pitching) and coordinating conversion topics (see Go to market, below).

Sales skills

Session

- Focused skill development is often needed, but on balance our experience is that impetus and motivation also need addressing through senior stakeholder ownership and partner objectives.

Go to market

Session

- To give partners discussion points, firms need to have identified revenue generating 'bold plays' (eg ESG) and be capable of capturing and disseminating sector insight which informs what products will be of interest to relevant clients

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