

Business Development  
coaching that brings results



Equipping professionals with best practice business development approaches to capitalise on new opportunities and protect revenues.

# Business Development coaching that brings results

## The Results Consultancy coaching team

Our team is made up of highly experienced individuals. As former partners and senior professionals in major firms, they have the seniority and experience to advise professionals on the areas important to them in building their practice and generating additional revenue.

We match the coach and coachee, taking into account the issues and opportunities they would like to focus upon and the likely chemistry and 'fit' with their style.

The CVs of our coaching team are set out towards the back of this document, together with their specialist areas of focus.

### Our coaching style

Whilst we understand the need for professionals to 'own' the solution to their issues and to think through how they can capitalise on opportunities, we also find that the best results come from a mix of 'friendly challenge' and input of ideas and experiences to provide a catalyst for better answers and action plans from the coachee.

Our coaching sessions are built around our active involvement in helping the delegate test out ideas or approaches and also refine and define actions. Professionals tell us that they value the pace of the discussion, and the injection of fresh ideas and options that they had not thought of themselves.

### Our areas of coaching focus

- Implementing personal BD plans.
- Building a practice.
- Leading a team to focus on business development.
- Campaign planning.
- Hitting revenue targets.
- Managing difficult/complex client relationships.
- Passing the partner panel.
- Making an impact as a lateral hire.
- Becoming the 'go-to' professional in your field.
- Starting in a new geography/sector.
- Developing great personal impact and presentation skills.
- Pitching for work.
- Targeting new opportunities.
- Creating revenue generating plans.
- Winning new work strategies.

### Our coaching methods – One to One coaching

With one-to-one coaching the individual benefits from concentrated, personalised and specific learning that supports an immediate practical application. The result being a more confident, better directed and more effective winner of work.

Using blocks of 90 minutes to two hours, our one to one coaching sessions can either be face to face or conducted on the telephone or via Skype/video conference call. Experience tells us that this is the optimum time for intensive discussion and action planning and this timeframe usually fits well into a professional's busy schedule.

Our approach from the outset is to understand the particular areas of development through a pre-coaching session discussion. This ensures we are prepared to make the most of the time available in the coaching session itself. Where appropriate, we also liaise with the partner 'sponsor' for the coaching intervention and the appropriate Talent or Learning and Development professional, so that our coaching approach is agreed and planned and key results objectives are set.

Coaching interventions may vary from a single discussion through to several sessions a month or so apart, so that the delegate has time to implement the actions agreed.

## Small group coaching

We are increasingly being asked to work with small groups of professionals to help them improve their business development activities and generate high value work. This can take the form of a group of partners from the same practice area or sector; it can also involve a team working on a specific client or target client – or it can be a team of partners and associates who wish to work together to achieve their client relationship and revenue goals.

In these instances the sessions typically last two hours and adopt a very 'sleeves rolled up' and 'friendly challenge' approach by the coach. We find this really helps to stimulate idea generation and action-planning.

Such an approach to practical coaching with revenue generating results allowed us to win the Legal Education Training Group (LETG) Trainer of the Year in 2012. Partners involved in the winning programme generated, on average, 28% more revenues than their partner peers. We have several other examples of similar results gained using this innovative, but now well documented, approach.

## Pitch coaching

Our team all have significant experience of working with professionals pitching for high value work. Our areas of coaching here include assistance with individual and team rehearsals – scripting materials and providing feedback on the impact of messages so that they perform at their best and, ultimately, win the work.

## Path to Partnership – our prospective partner programme

Our coaches also work extensively on coaching potential candidates through the challenges of the partner selection process to ensure that they give themselves the best possible chance of achieving partnership in their firm.

For firms that do not have a prescribed process, we can use our own processes and share them with the client firm. Alternatively, we very often work within a firm's existing partnership selection process and time our coaching interventions to ensure that candidates are as fully prepared as they can be for each critical evaluation stage.



## Further information

For more information on our coaching approach, please contact John Timperley, Managing Director at:

**The Results Consultancy**

john.timperley@winningbusiness.net

Telephone: 44 (0) 20 7488 4419

# Business Development coaching that brings results

## Our team of BD coaching specialists

### Simon Hegarty – [simon.hegarty@winningbusiness.net](mailto:simon.hegarty@winningbusiness.net)



**Simon** – is an accredited coach and this, coupled with his 15 years' experience as a Managing Partner of an international law firm, enables him to bring to his coaching a deep and practical 'coal face' experience of professional service firm management and winning and retaining clients.

He also specialises in coaching professionals on building teams, practices and personal careers. Along with John Timperley, Simon is a co-author of the book, *In the Mind of the Rainmaker*.

### Alison Spenceley – [alison.spenceley@winningbusiness.net](mailto:alison.spenceley@winningbusiness.net)



**Alison** – advises, trains and coaches clients in bid management, business development strategies and client management approaches to generate client loyalty and optimise cross-selling. With over 20 years' professional services experience Alison also focuses on mentoring prospective partner/

director candidates by helping them to further enhance their practice building skills.

### Matt Gorman – [matt.gorman@winningbusiness.net](mailto:matt.gorman@winningbusiness.net)



**Matt** – is Managing Director of our Australasia business and a former Executive Director of Top 25 international law firm CMS. Matthew is an accredited coach, having trained with the acclaimed Meyler Campbell Business Coach Programme for Senior Executives. He coaches

partners and senior professionals on the full range of skills in managing and developing a competitive practice.

### John Timperley – [john.timperley@winningbusiness.net](mailto:john.timperley@winningbusiness.net)



**John** – is an award-winning BD coach, and well-known speaker, trainer and author. He has more than 20 years' experience in advising clients at senior management level. His three books on winning business all have worldwide distribution. John coaches partners and senior professionals to

win new high value assignments through targeting, relationship building and tendering techniques.

### Nicola McGuire – [nicola.mcguire@winningbusiness.net](mailto:nicola.mcguire@winningbusiness.net)



**Nicola** – is a university-accredited executive coach with significant experience of working at a senior level within an international law firm. She combines this with over 10 years expertise as a Global Account Manager for a FTSE 100 company. Working extensively as a Partner coach, Nicola

focuses on assisting senior legal professionals and their teams to build client relationship skills in order to drive profitable revenue generation and embed a client-centric approach.

### Andrew Warren – [andrew.warren@winningbusiness.net](mailto:andrew.warren@winningbusiness.net)



**Andrew** – has worked with several leading international law firms on programmes designed to help them build better client relationships, develop key accounts and perform more effectively in meeting, pitches and presentations. He has deep experience of one to one and small

group coaching sessions at partner and senior professional level. Andrew led a Partner level sales programme at PwC which is recognised as a leader in its field in terms of revenue generation.

### Steven Pearce – [steven.pearce@winningbusiness.net](mailto:steven.pearce@winningbusiness.net)



**Steven** – is a highly experienced business coach who works with senior professionals on personal impact, influence and presentation skills in both formal and informal business development situations. He is an accredited member of the Academy of Executive Coaching and an MBTI practitioner.

### The Results Consultancy Ltd™

6 Christopher Court  
97 Lemon Street  
London  
E1 8GJ  
T: 44 (0) 20 7488 4419  
M: 44 (0) 7710 035890  
[results@winningbusiness.net](mailto:results@winningbusiness.net)  
[www.winningbusiness.net](http://www.winningbusiness.net)