

# Helping your Business Development (BD), Marketing & Communications team be even more impactful



## An effective and impactful BD, Marketing & Communications team is essential if firms are to maximise current market opportunities

A key element in developing an impactful and effective BD team is to work skilfully and positively with partners, fee earners and other key stakeholders.

However, many BD leaders tell us that developing the skills of new or junior colleagues, building morale and increasing team collaboration has been made even more difficult by the change to virtual and hybrid working.

The Results Consultancy can help you develop the potential of your team by upskilling colleagues through a series of workshops focused on key skills for BD, Marketing & Communications teams, as well as offering ongoing support.

Delivered either as a series of short sessions, or combined as part of an offsite or other meeting, these workshops can be held in-person or virtually.

### Topics include:

- Being a great BD Executive/ Manager/Senior Manager (as appropriate for the attendees)
- Becoming a trusted adviser to your partners
- Managing difficult conversations
- Pitch strategy and delivering a better and more 'on point' first draft
- Pricing and commerciality – the BD tool kit
- Creating a great internal brand
- Generation Millennial meets Generation X (junior team members meet senior and older stakeholders)

*For more detail see overleaf*



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THE PERFORMANCE IMPROVERS

# Topics covered include:

## Being a great BD Executive/Manager/Senior Manager (as appropriate for the attendees)

- What makes a really effective team member: both for your internal clients and as part of the wider BD, Marketing & Comms team?
- What skills are a priority and how can we build them?
- Developing your brand in role
- Using the trust equation to deliver more from 'day one'
- Successfully transitioning between roles

## Becoming a trusted adviser to your partners

- What do partners want from their BD support?
- How to build trust more quickly
- The journey from transactional support to strategic adviser
- Building trust in a virtual environment

## Managing difficult conversations

- The secrets of influencing
- Taking a coaching perspective on working with people with different views to our own
- Creating collaboration and joint endeavour
- Delivering effectively to build trust on an ongoing basis

## Pitch strategy and delivering a better and more 'on point' first draft

- What wins work?
- Moving from 'order taker' to 'bid coach'
- Influencing partners to develop a clear proposition to help you create a better first draft
- What are the elements that the best bids contain?

## Pricing and commerciality – the BD tool kit

- Understanding the fundamentals when pitching for legal work
- What are the different pricing methods used in the legal market and how can they influence your chances of winning?
- How can we be seen as more 'commercial' by our internal clients?
- What is important to procurement and how can we best respond?

## Creating a great internal brand

- What do colleagues want from a trusted colleague?
- Identifying your strengths and the brand you would like to have with internal stakeholders
- Building a plan and delivering the ingredients

## Generation Millennial meets Generation X (junior team members meet senior and older stakeholders)

- Understanding the viewpoint of both generations
- What is important to both and where are the differences?
- Tips and techniques for working more effectively together



James Stringer



John Timperley

## Course leadership

The course leader is **James Stringer**, a former Business Development Director, board member and BD leader in Magic Circle, International and Big Four law firms.

James is also host of The Glue podcast, which discusses key topics affecting BD, Marketing & Communications teams in professional services.

When required, James is supported by other members of The Results Consultancy faculty, including Managing Director **John Timperley**.

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