

The Online Business Development Academy

Business Development Academy

ONLINE MODULES
Undertake a range of real life BD exercises

RESOURCES
Download factsheets, podcasts & insight papers

BUSINESS SCENARIOS
Frequent business scenarios and how to deal with them

PODCASTS
Listen online to ten minute podcasts

SUPPORT
Support and Feedback

Welcome to the Business Development Academy

Hello James Lloyd

This website will enable you to undertake real life and useful learning and development exercises - helping to sharpen up your skills on a number of areas of business development.

You can also read typical business scenarios, our recommendations of how you could deal with them and listen to our ten minute podcasts. These get straight to the point on a number of BD issues, as well as providing top tips and advice from leading business professionals.

Winning New Business

Pitching For Work

Developing Profitable Relationships

Networking

A fresh and engaging approach to winning work and client development

www.businessdevelopmentacademy.com
 T: 44 (0) 20 7488 4419

**Business
 Development
 Academy**

60+

E-learning modules grouped within 4 key areas of business development – Networking, Developing Profitable Relationships, Pitching For Work and Winning Business



25+

BD Campaigns – regular campaigns to keep client development at the front of senior fee earners' minds



40+

Videos – 2 minute tips on how to tackle common BD issues



120+

BD Tools, worksheets, checklists and toolkits



30+

Podcasts and BD scenarios (and how to solve them)



20+

Winning Business Digests – Best practice tips to tackle common situations



A practical and effective e-learning platform for the professional services

The Online Business Development Academy from The Results Consultancy is an e-learning platform that contains short, practical online training modules as well as videos, podcasts, business development scenarios (and how to tackle them) and a wealth of toolkits, templates and worksheets.

The Academy is built on tried and tested practical advice from recognised specialists and can be used as a 'just in time' support and as a more formal learning resource.

It can be tied into a fee-earner's Development Review and appraisal process and gives your firm's professionals the ability to download tools that will speed up the thinking process and ensure current 'best practice' actions are followed.

8 key benefits

1. Tried and tested practical advice from recognised specialists
2. Use as 'just in time' support or as a more formal learning resource. Professionals can complete the modules in their own time
3. Can be tied into an individual's Development Review or appraisal process
4. You can add your own tools and resources to the Academy
5. Ability to download tools that will speed up the thinking process and ensure current 'best practice' actions
6. A professional's appraiser can prioritise the modules and resources that are most relevant to the fee earner
7. Professionals can download podcasts to listen to at a convenient time for them eg when travelling
8. Activity can be monitored and reports produced at the touch of a button



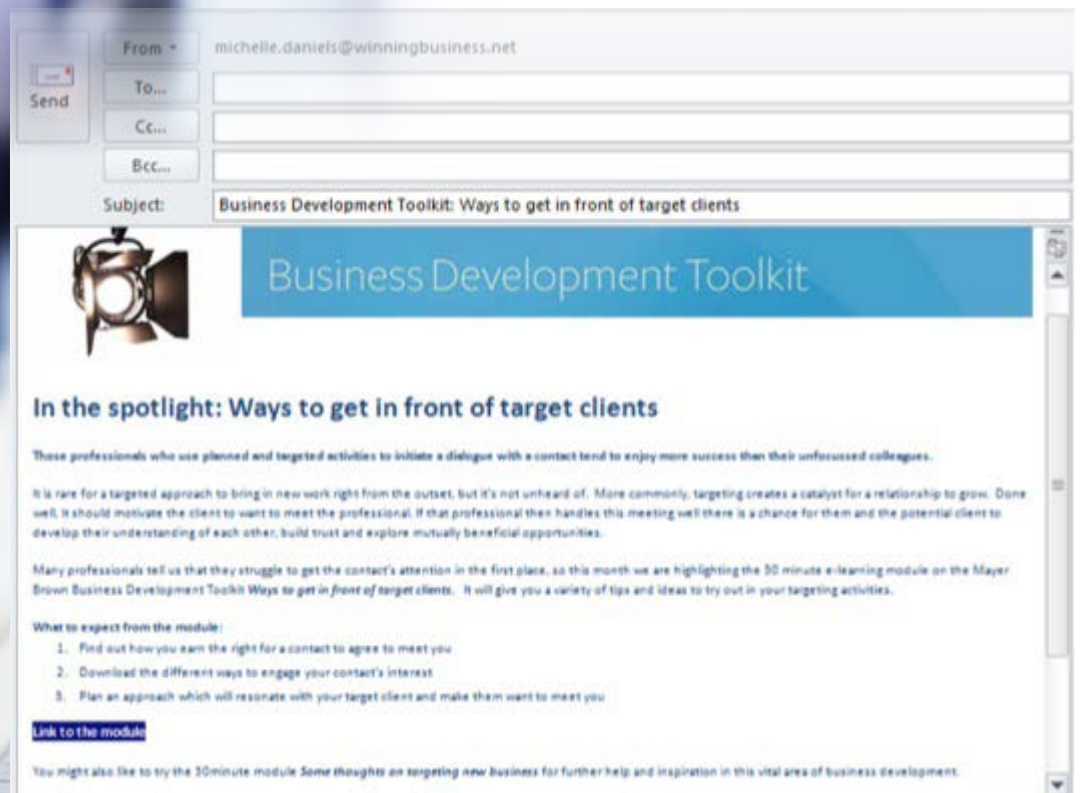
Regular updates and fresh thinking for your professionals

The Online Business Development Academy also offers a choice of weekly, fortnightly or monthly campaigns that can be monitored and followed up. An example of one of our email campaigns is shown below.

These keep client development and revenue generation at the front of senior fee earners' minds. They focus on bite-sized themes that are proven to have a significant return on investment (ROI). For example, these could be circulated say every other week on a Monday morning, with specific advice and tips on what the users could try over the coming two weeks.

Topics include:

1. Handling business development meetings
2. Telephoning contacts – structuring your impact points
3. Handling the client review
4. Leveraging client relationships to build new work generating contacts
5. Asking for work in a professional way
6. Gaining client commitment
7. Dealing with common client concerns



Benefits for your Business Development Team

The Online Business Development Academy holds a number of benefits for BD Teams and other professionals who support the fee-earning efforts of the firm.

These include:

1. Access to all 'best practice' tools for tailoring and use with teams
2. Ability to coach and support senior professionals using practical tips materials
3. Save yourself time in designing materials to support fee earners
4. Ability to monitor an individual fee earner's use of materials and progress on specific modules
5. Access to monthly updates and the ability to add modules to meet specific needs
6. E-campaigns can be run without undue time or administrative involvement from the BD team, allowing team members to concentrate on other added value activities

4 key areas

The modules are grouped within 4 key areas of business development:

Networking

Pitching
For Work

Developing Profitable
Relationships

Winning
New Business

You can select those which are most relevant to your firm's professionals.

We also regularly add new modules to the Academy and can create ones specifically focused on the business development challenges your professionals face.



Key features: what to expect



The Online Business Development Academy features:

- 1. E-learning modules** that typically take between 15-30mins to complete
- 2. A range of podcasts** which professionals can access. Many like to download and listen to them ahead of a specific meeting or whilst travelling
- 3. Common BD challenges with answers** and guidance for a number of different situations
- 4. A range of short 2 minute videos** offering practical tips on a wide range of business development issues and challenges
- 5. A resources section with an impressive range of tools, factsheets, templates and worksheets.** These help fee-earners perform more efficiently and effectively in their business development efforts. They also avoid busy professionals having to reinvent the wheel and guide them towards best practice approaches and techniques
- 6. Winning Business Digests** – focusing on topical Business Development challenges these give short, punchy but highly practical tips on how to tackle them



Sample topics

on the Online Business Development Academy

The Academy can sit on our server or the materials can be drawn into a client's LMS. All of our materials are SCORM compliant.

Through our partnership with Totara we can also offer course sign up, pre-and post-work monitoring, CPD analysis etc. This is accessible on iPhone, iPad and android mobile devices. The Totara platform also enables firms to upload other e-learning modules from other suppliers on appropriate topics.

- 20 proposal writing tips
- 20 ways to generate new work
- Advanced thought leadership
- Asking questions that lead to new work
- Capturing and using contact details effectively
- Creating a cross-selling plan
- Creating your elevator pitch
- Conducting a post project review with the client
- Delivering the final message in a pitch presentation
- Demonstrating your commerciality
- Engaging at board level
- Engaging profitably with intermediaries and work referrers
- Gaining a potential client's commitment
- Increasing the volume of referrals you get
- Key client management 'best practice'
- Maintaining contact in between deals and pieces of work
- Making the follow up call
- Making the most of LinkedIn
- Making the most of professional groups and associations
- Managing meetings with existing clients
- Managing the informal business development discussion
- Managing the long distance relationship
- Networking at an event
- Phoning to arrange a meeting
- Putting together a practical business development campaign
- Questions to really engage your contact
- The secrets of successful pitch presentations
- Tips for creating a practical client plan
- Tips for getting into the boardroom
- Turning a social relationship into a business one
- Warming up an old contact
- Ways to get in front of target clients
- Ways to make your contacts look good in their organisation
- Ways to prioritise your business development actions
- Ways you can raise your personal and professional profile
- What you should know about your client
- What's your proposition?
- Working the room hints and tips
- Writing winning pitch proposals



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The Online Business Development Academy is available from:

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6 Christopher Court, 97 Leaman Street, London E1 8GJ

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