

A MasterClass in Client Acquisition for Professional Services

With pressures on fee income, and competition in the professions increasing, it is becoming ever more difficult to win new clients, as well as generating additional business from the existing client base.

This MasterClass serves to illustrate best practice business development strategies for providers of professional services such as architects, engineers, solicitors, etc. in order to grow win new clients / business in an ethical & professional manner.

Accreditation

This MasterClass is accredited by the Institute of Professional Selling and attracts credits towards the ICM Diploma in Professional Selling – a degree level qualification provided by the International College of Professional Selling.

Benefits

The major benefit of adopting the lessons learned in the MasterClass will be a focus on things within your control which you can strengthen and which will contribute towards client acquisition.

Learning Outcomes

At the end of this MasterClass participants will be able to:-

- Understand the drivers of client acquisition performance within their business
- Understand how other professions – such as sports use process definition and analytics to drive performance
- Understand how a client acquisition process can assist in:
 - quality control and setting minimum standards
 - monitoring performance
 - improving performance
- Examine and understand the elements of a standard client acquisition process
- Adapt this to construct a bespoke client acquisition process for their own business

Approach

This MasterClass is only available for in-house delivery for up to ten delegates at an all-inclusive cost of €2,495.00. A workshop-based approach is used with high levels of delegate activity.

Training Plan

Session	Purpose	Content
1	To set the scene and enable focus on the topic	What are the drivers of performance in client acquisition in professions? What issues are there in terms of consistency and effectiveness? Adopting a Professional Approach Learning from other disciplines as to what drives performance improvement.
2	To understand why process and rules are important to improving business development.	What is a Client Acquisition Process? Why have a process?
3	To explore and relate to a standard effective	What are the benefits of constructing a Client Acquisition process?

	Client Acquisition process.	Can you describe what are the 'Values & USP's' for you and your practice? To commence development of a CA Process specific to your practice
4	To understand the importance of preparation for physical performance, and for continuous improvement	Client Acquisition – doing it! To explore what is involved in physical preparation - how to 'Practice', why 'Warm-Up'? What ensures continuous improvement?
5	To explore the communication, capture and management of information	Communicating professionally and effectively How to capture and manage information during and after a meeting To do so in such a way to ensure client/business acquisition is achieved in a totally professional manner
6	To review the MasterClass	Review and knowledge test

Learning Evaluation

- Participants will undertake a knowledge test at the end of the course to assist in embedding knowledge and encourage behavioural change.
- Participants will complete an end of course evaluation.

Progression

Successful completion of this MasterClass will earn the participant credits against the ICM Diploma in Professional Selling.

Contact

For further details of this and other performance improvement programmes and processes contact us at:



Business & Training Solutions
1A, Woodland Office Park,
Southern Cross,
Bray, County Wicklow.
Ireland.
Telephone: +353 (0) 1 276 0420
www.btsolutions.ie
info@btsolutions.ie