

BUSINESS DEVELOPMENT TACTICS TO WIN NEW BUSINESS

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What We'll Cover

- Top 5 Business Development tactics
- Essential tools
- Social Media

Toasty Calls

2. Have an authentic reason to connect with the 3 IN's
 - **I**nformation
Relevant, targeted, information
 - **I**nvitation
To coffee, to a seminar, to discussion group, to receive an update
 - **I**ntroduction
To someone else, from someone else

Be Ready For Your Pitch

3. Deliver memorable messaging for your Value Proposition
 - Quick Pitch
 - What's new?
 - What's your value proposition?

Quick Pitch (What do you do?)

What problems I solve for whom

How I do it
 Why it's compelling
 Good fit situations
 What clients say about me

What's New? Messaging

What's New?		
News	<ul style="list-style-type: none"> • Firm Updates • Innovations • Personal News 	
Recent Wins	<ul style="list-style-type: none"> • Client Wins • Project Wins 	
Current Work Projects	<ul style="list-style-type: none"> • Interesting Projects • How you are spending your time 	
What's Best About the Firm	<ul style="list-style-type: none"> • Culture • How this Firm differs from others 	
Looking Forward	<ul style="list-style-type: none"> • What's on the horizon • What excites you about the future 	

Value Proposition / Offering Map

- Why you/your firm?
- What makes you different?
- What do your clients say they value?
- What are your compelling attributes?
- What problems do you solve for whom?

Target Market	Value Proposition / Offerings

Discipline in Planning

4. Have a competency in prep/plan/strategy and use a marketing roadmap to focus marketing efforts.

- Before any interaction have a goal or objective
- Have key messages ready
- Prepare your questions – appreciative enquiry
- Prepare for tough questions
- What will happen next. Indicate when you will follow up.

If nothing – then what else are they working on? Can you make any useful introductions.

Marketing Roadmap

Prospects / Connectors	Alliance / Team Marketing
Events / Associations	Campaigns

Six Silver Bullets

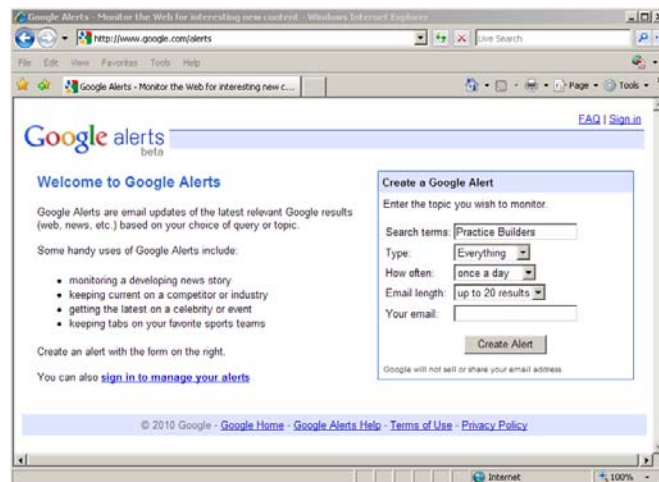
5. Line Up Your Six Silver Bullets for Pursuit and Closing

1. Problem
2. Solution
3. Urgency
4. Access
5. Expectation
6. Budget

Social Media Revolution

- 37% of [US] counsel aged 30-39 have used Facebook for professional reasons in the past 24 hours.
- Facebook emerged as the third most frequently used new media platform among in-house counsel in companies with turnover of \$1B - \$10B)
- 53% of in-house counsel aged 30-39 cited social media web sites as among their leading sources of information
- 96% millennials have joined a social network
- The fast growing segment on Facebook is women 55 – 65 years old

Use More Free Stuff



Google Profile



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Current

- **Partner at WHK Horwath** [\[Edit\]](#)
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Past

- Principal at PTB Consulting
- Senior Consultant at RogenSi
- Director of Marketing at Baker & McKenzie [see all...](#)

Education

- Curtin University of Technology
- Macquarie University - Graduate School of Business
- The University of Western Australia

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