

WE'RE ALL RAINMAKERS NOW

MARKETING BEYOND TRADITIONAL LEAD GENERATION

Everyone in your organization has a role in business development



Back in the day, a few rainmakers typically generated the bulk of a firm's business. This isn't true anymore. Encouraging others to take on greater business development responsibilities takes many professionals outside their comfort zone. For some, they dread asking for business as it doesn't feel professional.

Insights and Focus Drive Results

Clients don't care about most of your firm's marketing and how it is different; they care about how your firm is a better choice for their needs, situation, and resources. Bruce LaFetra shares experience gained over 15 years and hundreds of interviews conducted for dozens of clients. Bruce's insights allow you to see your value the way your best clients see it, and nurture client and partner relationships without "marketing" or "selling."

You Will Learn

- The conversation clients are eager to have.
- Shift conversations with potential clients from the difficult topic of selling your firm to the easy dialogue of supporting the client's success.
- Lose your fear of pricing questions.
- Effectively break down the widespread dread regarding business development.
- Why you should consider raising your prices.

About Bruce LaFetra

As a strategic marketing advisor to law, consulting, engineering, and other elite professional services firms, Bruce LaFetra transforms marketing into a core asset. Insights and focus generate more revenue, shorter sales cycles, and increased profitability. At stake is more than just revenue and profits; the Strategic Marketing 3.0® framework converts marketing from a task professionals dread to a mindset they value and embrace. Contact Bruce at Bruce@LaFetraConsulting.com or (408) 749-1028.